

SMPS BOOT CAMP CHARLOTTE

Stay in front of industry marketing trends and tools with SMPS Charlotte's 2014 Boot Camp series!

This series includes six programs, each of which will leave you with implementable ideas and practices that will lead to winning more work for your firm. The programs will cover SMPS's Six Domains of Practice and will provide participants with an understanding of market research, marketing planning, business development, proposals, social media, and business performance. So save the date and don't miss this opportunity!

All presentations will be held at noon with lunch provided at: AM King Construction Company; 1610 East Morehead, Suite 200; Charlotte, NC 28207.

SMPS

Society for Marketing
Professional Services
Charlotte



2014

January 9

DOMAIN: Market Research

“Where to Find Viable Leads,
Follow the Money”

Member: \$25
Non-Member: \$35

February 5

DOMAIN: Marketing Plan

“Turn Your Marketing Plan
into Action”

Member: \$25
Non-Member: \$35

March 12

DOMAIN: Business Development

“Networking Like An Introvert”

Member: \$25
Non-Member: \$35

April 9

DOMAIN: Proposals/Interviews

“What are Clients Really Looking
for in Your RFPs/RFQs”

Member: \$25
Non-Member: \$35

May 7

DOMAIN: Promotional

“Leverage LinkedIn to Promote
Yourself and Your Firm”

Member: \$25
Non-Member: \$35

June 4

DOMAIN: Organizational
Structure

“Managing a Customer
Relationship Management
System”

Member: \$25
Non-Member: \$35

Visit www.smpscharlotte.com to sign up, and contact Kristin Worley Beamer with questions at Kristin.Worley@Woolpert.com or 704.526.3062.