

DESTINATION **SUCCESS**

South Florida



PACKET DUE

OCTOBER 11, 2024



smps

Southeastern
Regional Conference

Unlock Your Journey to Success

2025 CALL FOR SPEAKERS

Hilton West Palm Beach | West Palm Beach, FL
May 19 - 21, 2025

www.smeps-serc.org

Theme:

DESTINATION SUCCESS

When you think of South Florida, what comes to mind first is generally – the perfect place to vacation! With that thought in mind, **“Destination Success”** became the theme for the 2025 SMPS Southeastern Regional Conference.

This is South Florida’s first time hosting the regional conference, and the chapter wants this to be a fun, and memorable experience for all that attend. But this is also about business too, not just a great location. Just as every great voyage begins with a destination in mind, a career in the A/E/C industry deserves a roadmap to success. That’s where you come in! We invite seasoned experts, visionary leaders, and innovative thinkers to share their insights, inspirations, and experiences at this landmark event!

Whether your expertise lies in sustainable design, project management, building your brand through social media, or business strategies that elevate the industry standard, your knowledge can help guide others on their own professional adventures.

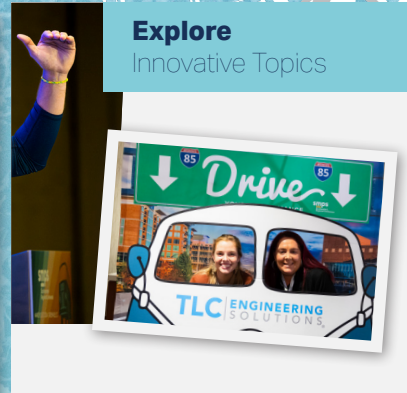
Present on topics that facilitate growth, encourage collaboration, or promote the latest trends—be the compass that directs professionals toward their career goals.

Dynamic Key Note Speakers



Tyler Gillum, Head Coach
Savannah Bananas - Breakfast Keynote

Explore Innovative Topics



Driving Valuable Connections



- ✧ Engage with an anticipated diverse audience of architects, engineers, and construction professionals.
- ✧ Participate in a dynamic environment designed to inspire collaboration and innovation.
- ✧ Network with key players in the industry during our vacation-like social events and breakout sessions.
- ✧ Leave a lasting impact—your insights could boil down to the very success that attendees set out to achieve!

**Pack your shades because
SERC 2025 is going to be bright!**



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GENERAL INFORMATION



The Southeast Regional Conference (SERC) includes marketing and business development professionals from Alabama, Atlanta, Charlotte, Central Florida, Nashville, North Florida, Palmetto, Research Triangle, South Florida, Tampa Bay, and Virginia chapters. SERC is the region's premier business development, marketing, and leadership conference designed to educate and connect professionals and leaders in the A/E/C industry.

Who Will be There?

450+ A/E/C professionals

11 SMPS Chapters: Alabama, Atlanta, Charlotte, Central Florida, Nashville, North Florida, Palmetto, Research Triangle, South Florida, Tampa Bay, and Virginia.

What is the Focus?

- ★ Share innovations and solutions
- ★ Provide actionable takeaways
- ★ Ignite creativity!
- ★ Connect and collaborate

When is my Application Due?

Friday, October 11, 2024 at 11:59 PM

How Do I Submit?

Scan the QR code to submit application



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Expand Your Visibility as an Industry Expert!

SPEAKER BENEFITS

Your compensation package for each session is **worth over \$1,375.00!**



Each session compensation package includes:

- **Full Conference Access:** Enjoy one complimentary registration to the entire event per session. Registration includes conference meals and access to the Welcome Reception and Social.
- **One-Night Hotel Stay:** Relax with a complimentary stay arranged by the SMPS SERC committee in our designated block.
- **Speaker Dinner:** Join us for a complimentary dinner celebrating our network of innovative and inspirational speakers.
- **Promotional Opportunities:**
 - Include your flyer or swag in the attendee bags.
 - Reach 450+ A/E/C Professionals
 - Build Business Relationships
 - Industry Recognition
 - Expand Your Network
 - Receive Valuable Feedback



What it Takes to Create a Winning Submittal

PROGRAM FORMATS

SERC is seeking dynamic sessions that captivate and involve the audience. We're open to various formats that foster active participation and lively discussion. If your session is chosen, please note that SERC may adjust titles, reassign topics, or refine program summaries to enhance promotional materials and the overall program.

Sessions are typically 60 minutes, with exceptions noted. Be sure to include time for a Q&A segment to boost interactive engagement and make your presentation truly memorable.

Interactive Lecture

Speakers should plan for a 10- to 15-minute Q&A segment to actively engage A/E/C industry attendees. Think about adding other interactive elements, like impromptu Q&A, audience polls, or live feedback through mobile devices, to make your presentation even more engaging.

Skill-Building Workshop

Workshops teach a specific skill and include one or more exercises that allow attendees to practice these skills. Presenters ask audience members to present their work to the group and give live feedback.



Panel Discussion

Attendees experience three to four viewpoints on a specific topic, concluding with an extensive question-and-answer segment. This format provides attendees direct access to experts. Panels are limited in size to no more than one moderator and three panelists. Consider panelists who present opposing views, have different roles, and/or come from different areas of the industry. (One session package total)

Keynote Session

The programs committee selects keynote speakers directly. If you have keynote suggestions, contact the SERC Programs Chair at programs@smgs-serc.org.



THE DOMAINS & CEU's

The Domains of Practice form the cornerstone of SMPS's certification program. Achieving the Certified Professional Services Marketer (CPSM) designation distinguishes marketers as experts dedicated to the highest standards of professional excellence. SMPS has identified and validated the essential body of knowledge and skills crucial for competency in professional services marketing. These are organized into six Domains of Practice for Professional Services Marketing:

DOMAIN 1: RESEARCH

Marketing research involves gathering, recording, and analyzing data related to a firm's services. This data helps identify and define marketing opportunities, generate and evaluate marketing actions, monitor performance, and forecast trends.

DOMAIN 2: PLANNING

A marketing plan defines a firm's market prospects and key characteristics. It includes marketing goals and strategies and guidance on allocating marketing budgets and efforts.

DOMAIN 3: CLIENT AND BUSINESS DEVELOPMENT

Business development focuses on building relationships with current and prospective clients, often before a request for a proposal is issued. Activities include calls, visits, correspondence, social media interactions, referrals, and trade shows.

DOMAIN 4: PROPOSALS

Proposals are responses to specific solicitations that outline the project and scope of work. They include firm information, relevant projects, technical approaches, and key staff resumes.

DOMAIN 5: PROMOTIONAL ACTIVITY

This domain encompasses all forms of communication and marketing, such as advertising, direct mail, websites, social media, brochures, presentations, special events, public relations, and press releases.

DOMAIN 6: MANAGEMENT

Management involves coordinating staff and/or consultants to achieve marketing goals and objectives. It includes effective planning, organizing, staffing, and directing projects within an organization.

Continuing Education Credits at the Conference:

Attendees of the SERC who hold a CPSM designation can earn Continuing Education Units (CEUs), with up to 9 CEUs available for attending the regular conference and an additional 6 CEUs for attending the pre-conference sessions or 4 CEUs for attending the project/site tour (pending). One CEU is awarded for each contact hour of instruction, defined as one hour of interaction between a learner and an instructor. Please note that social or networking time does not count as contact time. CEUs must be self-reported and tracked for CPSM program recertification. Additionally, attendees may earn learning units for other professional certifications such as AIA, which must be self-reported.

Get to Know

YOUR AUDIENCE



WHAT IS SMPS?

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals dedicated to advancing the A/E/C industry. It is the only organization focused on creating business opportunities in this sector. The Southeast Regional Conference includes eleven SMPS chapters: Alabama, Atlanta, Charlotte, Central Florida, Nashville, North Florida, Palmetto, Research Triangle, South Florida, Tampa Bay, and Virginia representing 1250+ members.

WHAT IS THE A/E/C INDUSTRY?

A/E/C stands for architects, engineers, and construction professionals who collaborate on projects in the built environment, such as schools, commercial buildings, and public infrastructure. These disciplines are crucial for community development, from design to construction. The A/E/C industry is growing globally and is expected to reach \$18.8 trillion by 2027. It is critical to understand this audience. We market professional expertise rather than products.

Challenges in the A/E/C Industry

Digital Marketing and Branding: A/E/C firms use digital channels like LinkedIn, social media, and content platforms to stand out, strengthen their online presence, and attract talent and clients. What strategies effectively translate a brand into impactful digital communications and campaigns?

Client-Centric Approach: Firms that prioritize client experience and satisfaction by understanding client needs and preferences, and tailoring services accordingly, are winning more work. What success strategies and tactics have you noticed?

Data-Driven Decision-Making: Data analytics help firms make informed decisions, optimize resource allocation, and identify growth opportunities. How are firms tackling this seemingly impossible challenge?

CRM Integration and Automation: A/E/C firms are integrating CRM systems and automation tools to streamline business development processes, centralize client information, and improve efficiency. What impact do you see on firms that utilize these methods?

Embracing AI and Emerging Technologies: The rise of artificial intelligence (AI) and other emerging technologies is reshaping the A/E/C industry. How are firms using AI to boost innovation, efficiency, and gain a competitive edge? What challenges are they facing in this tech-driven landscape?

Management vs. Leadership: Today's workplace focuses more on connectivity, networks, and collaboration. Firms that offer flexibility for employees, such as working from home, flexible working hours, and accepting the need for sabbaticals, are winning the talent game. What tips and tricks do you have for leaders in this area?

Generational Changes – Gen Z's Impact: Managing generational differences, especially with Gen Z's distinct influence, can be tough for many firms. What strategies can help navigate these challenges effectively?

SPEAKER TRACKS

Track One **NAVIGATE: Pack Your Bags!**

Every incredible journey begins with a destination in mind. It's no different in the AEC industry where it's critically important to develop the right plan for your firm before you set out to execute. This track dives into the first two Domains of Practice: Research (Domain 1) and Planning (Domain 2), helping you understand what is needed to get ready on your marketing journey.

- **RESEARCH:** Research is executed to gather, record, and analyze data related to marketing a firm's services. The data can be used to identify and define marketing opportunities; generate, refine, and evaluate marketing actions; monitor marketing performance; and forecast trends.
- **PLANNING:** A plan is created to map a path to a goal and provide a series of actions to achieve business aspirations. In the marketing and business development space, plans typically define a firm's market characteristics and revenue prospects.

Sample Topics:

- Digesting the World of Big Data
- Presenting Data to Leadership
- The Value of Forecasting
- Secrets to Effective Client Surveys
- Mastering the Strategic Planning Process
- Best Practices for Managing Your BD Budget
- Demonstrating Your Marketing Plan's ROI

Once bags are packed and your itinerary is set, it's time to board! This track explores best practices for implementation and innovation of AEC marketing and business development processes. Areas of focus will include proposals, client interviews, internal and external communications, and promotional activities. This track is focused on the Domains of Proposals (Domain 4) and Promotional Activity (Domain 5) - informing and educating you to the resources, tools, and best practices to get you on the way to your destination.

- **PROPOSALS:** Proposals are prepared in response to a specific solicitation where the project and scope of work are identified. Proposals can include general firm information, relevant projects, a technical project approach, and key staff resumes.
- **PROMOTIONAL ACTIVITY:** This undertaking includes all forms of communications and inbound/outbound marketing. Some examples include advertising, direct mail, website, social media, brochures, presentations, special events, public relations, and news releases.

Sample Topics:

- The Art of Storytelling in Proposals
- Perfecting the Go/No-Go Process
- The Power of the Post-Award Debrief
- Developing a Stellar Social Media Strategy
- Leveraging Digital Content
- Maximizing Your Relationships with the Media
- Delivering the Next Big Win

Track Two **EMBARK: Start Your Adventure!**

SPEAKER TRACKS

Track Three

EXPLORE: Trailblazing to Success!

Exploring your destination – and sometimes veering off the beaten path – is the most exciting part of the journey. To maximize your SERC experience, this track focuses on best practices surrounding leadership/management, firm metrics, business development, and cultivating client relationships. This track explores Client & Business Development (Domain 3) and Management (Domain 6). These sessions will equip you with information to make course adjustments during your journey and help you reach your destination.

- **CLIENT & BUSINESS DEVELOPMENT:** Business development involves relationship-building with current and prospective clients, often prior to a request for proposal. Through interaction with the client, development activities may include emails, calls, visits, correspondence, social media, referrals, conferences, or tradeshows.
- **MANAGEMENT:** Management involves coordinating the efforts of staff and/or consultants to accomplish marketing goals and objectives. Using available resources, management effectively plans, organizes, staffs, and directs projects of a firm as well as evaluates technical and financial performance.

Sample Topics:

- The Magic of the Doer-Seller Model
- Make it Rain! The Diary of an Industry Rainmaker
- Avoiding the Pitfalls of the Sales Cycle
- Driving Adoption for Your New CRM System
- Effectively Managing Conflict
- Building Your Team from the Ground Up
- The Mentorship Impact



ARE YOU READY TO SUBMIT?

Scan the QR code or click below for the application



SPEAKER RESPONSIBILITIES

PROVIDE A HIGH-QUALITY, EDUCATIONAL, AND INTERACTIVE PRESENTATION

Engage conference attendees through audience participation and discussion, including group discussions, volunteer participation, small group breakouts, polls, question and answer, and live feedback via mobile device. Audiences learn best when they feel connected to speakers; our goal with these presentations is to provide experiential programming.

ALLOW AMPLE TIME FOR PRESENTATION AND NETWORKING

Speakers should provide ample time between their arrival and departure from the conference to accommodate their respective presentation times. We encourage our speakers to use their free conference registration to attend other sessions and take advantage of multiple networking opportunities.



REFRAIN FROM PITCHING PRODUCTS/ SERVICES

Please refrain from pitching products or services to attendees before, during, or after the session. Ensure the session is not perceived as an infomercial. The purpose of your session is to educate.

COORDINATE WITH SMPS SERC COMMITTEE FOR SPECIAL EQUIPMENT NEEDS

Ensure all necessary equipment including projector, microphone, computer, and any required materials are arranged in advance to support the presentation effectively.

CLEARLY COMMUNICATE EXPECTATIONS TO PANEL SPEAKERS

Clearly communicate expectations of additional panel speakers before the event. Each panel speaker has 15 minutes before and after their session to network before exiting the venue.

Have a great time!



Preliminary Schedule

The proposed schedule outlines the conference's structure and flow day-to-day. The schedule is subject to change, and requests for specific slots are not accepted.



MONDAY, MAY 19

Registration Open	8:30 AM - 6:00 PM
Project Tour (Potential)	10:00 AM - 2:00 PM
InDesign Workshop Beginner	9:00 AM - 12:00 PM
Strength Finders	
Workshop B	
Lunch on your Own	12:00 PM - 1:00 PM
InDesign Workshop Advanced	1:00 PM - 4:00 PM
Stength Finders	
Workshop D	
Convenor Training	4:15 PM - 4:45 PM
CPSM Training	
Welcome Reception	5:30 PM - 7:30 PM
Speaker Dinner*	8:00 PM

* Invitation only

TUESDAY, MAY 20

Registration	7:30 AM - 5:00 PM
Breakfast Buffet Opens	8:00 AM
Opening Keynote	8:45 AM - 9:45 AM
	9:45 AM - 10:00 AM
Track One	
Track Two	10:00 AM - 11:00 AM
Track Three	
	11:00 AM - 11:20 AM
Track One	
Track Two	11:20 AM - 12:20 PM
Track Three	
Lunch Buffet Begins	12:15 PM
Lunch Open (TBD)	12:30 PM - 2:00 PM
Track One	
Track Two	2:00 PM - 3:00 PM
Track Three	
	3:00 PM - 3:20 PM
Track One	
Track Two	3:20 PM - 4:20 PM
Track Three	
Evening Social	5:30 PM - 7:30 PM

WEDNESDAY, MAY 21

Registration	7:30 AM - 10:00 AM
Breakfast Buffet Opens	7:30 AM
Breakfast and HQ Update/Roundtable Discussions	8:00 AM - 9:00 AM
	9:00 AM - 9:15 AM
Track One	
Track Two	9:15 AM - 10:15 AM
Track Three	
Extra time allotted for checkout	10:15 AM - 11:00 AM
Track One	
Track Two	11:00 AM - 12:00 PM
Track Three	
Lunch Buffet Begins	12:00 PM
Closing Keynote Awards Lunch	12:20 PM - 2:00 PM

