

03-04-09

**SMPS Philadelphia Annual Conference
April 23 & 24, 2009
The Desmond Hotel and Conference Center
Malvern, PA**

Overcome the effects of the cool weather, the frigid economy and maybe a cold shoulder from a prospect and Spring Forward with SMPS Philadelphia at their 2009 Annual Conference, April 23 & 24!

Cultivate your skills and meet other A/E/C marketing professionals at this event which will offer a multitude of topics, including Infill Development, Strategic Planning, Transportation Forum & Forecast, and Leadership v. Management, that will help see you through a challenging economic forecast.

Visit www.smpsphiladelphia.org for registration information.

Interested in Sponsorship Opportunities?

Please contact:

Aimee Lala, Conference Chair

lala@taylorwiseman.com

Thursday, April 23, 2009

Registration (5:00 – 7:00)

Welcome Reception (5:30 – 6:30)

Dine –Around (7:00 – 9:00)

Friday, April 24, 2009

Registration and Breakfast begin at 7:30am

Welcome Remarks & Keynote Speaker (8:30 – 10am)

Jim Murray – formerly PR Director, Philadelphia Eagles and Founder, Ronald McDonald House

Track 1: Domains of Marketing

Session 1 (10:15-11:45) – Professional Writing

3 EZ Ways to Improve your Writing - Susan Perloff

Session 2 (1:00-2:30) – Trade Shows and Event Management

It's all in the Details: Exhibiting and Liking it! – Jeanine Becker, Kubik

Session 3 (2:45-3:45) – Strategic Planning

Strategic Planning and Defining Target Markets – Bill Long, Trinium Resources

Track 2: Professional Development/Management and Leadership

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Session 1 (10:15-11:45) – Sales Techniques and Planning

Selling in the recession: How to make sure that you have a sales plan that works! - Robert Waks, The Training Center for Sales & Business Development

Session 2 (1:00-2:30) – Management and Motivational Techniques

Leadership and Management, Striking an Effective Balance - Timothy Haahs, Timothy Haahs & Associates

Session 3 (2:45-3:45) – Fostering Client Relations

Relationship Centered Marketing - Thomas Bathgate, PWI Engineering

Track 3: Client Development

Session 1 (10:15-11:45) Transportation Forum & Forecast

Delta Development Group – Scott Tochterman

Montgomery County Planning Commission – Leo Bagley

Pennsylvania State Senate, Transportation Committee Chairman – Senator Rob Wonderling

Moderator: Rob Henry, Greater Valley Forge Transportation Management Association

Session 2 (1:00-2:30) – Regional Forecast: Three on 422 – Roads, Ratables, and Renewing the Suburbs

James Hartling, Urban Partners

Joseph Dunbar, Lower Providence Township

Rodney Hawthorn, Lower Pottsgrove Township

Daniel Kerr, Limerick Township

Moderator: Peter Simone, Simone Collins Landscape Architecture

Session 3 (2:45-3:45) – Infill Development

Panelists still being confirmed

Moderator: Alan Razak, Razak Companies