

Building a Culture of Rainmakers

Wednesday, October 8, 2008

7:30 am - 8:30 am Registration and Breakfast | 8:30 am - 10 am Program
Hartford Marriott Rocky Hill, 100 Capital Boulevard, Rocky Hill, Connecticut 06067

www.smpsct.org

Upcoming Events

Nov. 4, 2008
Effective Memory
Skills (w/PWC)
Dinner

Dec. 3, 2008
Membership
Appreciation
Evening Reception

Jan. 14, 2009
Marketing and the
Strategic Plan
Lunch

Feb. 11, 2009
Mechanics of
Marketing
Breakfast & Lunch

March 11, 2009
Anatomy of a Service
Firm, Lunch

April 8, 2009
Principals' Program
Breakfast

April 22, 2009
SMPS CT Marketing
Awards Reception
Evening

Program Overview

Business development and marketing professionals can't do it alone. It's important to build a culture of rainmakers so that everyone in the company accepts the responsibility to network on the company's behalf. This program will teach you how to break down the barriers that keep your staff from reaching their networking potential, and will take away the mystery of how to develop a company culture that fosters the development of relationships. Learn and impart to others how to successfully build relationships and networks that bring work in the door; implement a personal plan for networking and implement a company-wide training program that will build a corporate culture that embraces networking and business development.

This program will help Principals, Marketing Directors and Business Development Managers develop a business strategy for mentoring employees on the front lines who may be reluctant to develop new business in becoming more focused on networking the right way and building long-term relationships with clients, design and construction professionals and suppliers.

Speaker Profile

Tim Klabunde recently received excellent overall ratings from 125 Certified Professional Service Marketers (CPSMs) attending an extended version of this presentation at SMPS Build Business 2008. Tim serves as the Director of Marketing for William H. Gordon Associates, a Washington DC Top 20 Engineering Firm. He is a Fellow at the Johns Hopkins University Carey Business School, and he serves on the Board of Directors for the DC Chapter of the Society for Marketing Professional Services. He has successfully pursued and been awarded over \$32 million in contracts with a total construction value in excess of \$2.9 billion. Mr. Klabunde is a dynamic speaker, and he has been published in SMPS Marketer, Civil Engineering Central, and, most notably, in the upcoming edition of the Marketing Handbook. Through CofeBuz.com thousands have searched out his thoughts on networking, marketing, and business.

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A total of 1.5 CEU units will be awarded for the Client and Business Development CPSM Domain. For more information on certification, visit smps.org.



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Directions to Hartford Marriott Rocky Hill, 100 Capital Boulevard, Rocky Hill, CT: Exit 23 off I-91 North or South, head east on West Street. Turn right on Capital Boulevard.

Registration on line at smpsct.org or acteva.com/booking.cfm?binid=1&bevaID=168264 or send completed form to Vicki Pancoast, Pinnacle One, 213 Court Street, Suite 700, Middletown, Connecticut 06457 F 860.704.6120 | vpancoast@pinnacleone.com

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Program Fee (Payable to SMPS/CT):

SMPS Members	\$60
Co-workers of Members	\$75
Non-Members	\$80

() Please check here if you require special assistance to fully participate. Attach a written description of your needs.

Contributions or gifts to SMPS are not deductible as charitable contributions for Federal tax purposes, in compliance with section 10701(a), Revenue Act, HR3345, 1977.

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