

Let's Get Social

American Council of Engineering Companies of Arizona
American Public Works Association/Arizona Chapter
Society for Marketing Professional Services Arizona Chapter



Learn About Social Networking
Friday, February 12th – 7:15 a.m. Breakfast
Desert Willow Conference Center
4340 East Cotton Center Boulevard, Suite 100, Phoenix 85040
Cost: \$30 Per Person

Why should your firm consider social networking as a tool in their marketing toolbox???
Or, is it just another fad???

This session provides an overview of the groundbreaking SMPS Foundation White Paper:

“Social Networking for Competitive Advantage:

How professional service firms differentiate themselves to win work, recruit, and retain talent.”

Attendees will gain insight from a summary overview of social networking practices and learn what other firms are doing based on results of a survey conducted in 2009. From there, we will discuss various social media and implementation strategies that attendees will find useful to develop their own social networking programs. Audience participation, dynamic discussion and sharing ideas will be highly encouraged.

Presentation Leader: Barbara Shuck, FSMPS, CPSM

Barbara has more than 25 years of experience in marketing, business development and sales. She is Vice President, Marketing Director at Emc2 Group Architects Planners, PC, and Secretary/Treasurer for the SMPS National Board. In addition, Barbara co-authored the 2009 SMPS Foundation White Paper.

Attendee(s) _____

Company _____ Phone (_____) _____

Address/City/Zip _____

Please make check in the amount of \$30 per attendee payable to ACECAZ

OR Charge to: _____ Visa // _____ MasterCard // _____ American Express

Cardholder Name _____ Card No. _____

Signature _____ Exp. Date _____ CV Number _____

Register by Monday, February 8th – Complete and return registration form to:
ACEC/AZ, 1309 E. Echo Lane, Phoenix 85020 or Fax to 602/995-2218
Meeting questions, please call 602/995-2187

Two Professional Development Hours

Refer billing questions to: accounting@acecaz.org

Note: Please save a copy of this form as your receipt.