



Symposium Agenda

11:00 – 11:30 am Registration & Networking

11:30 – 1:00 pm Welcome & Lunch

1:00 – 1:45 pm **Hit the Mark: Implementing a Strategic Business Development Program in Your Firm**

Implementing a strategic business development program in your firm can help your firm transition to a more strategic rifle approach placing more focus on specific targets. By implementing a business development program driven by a priority based client management approach, you can be sure you are spending the majority of your time on your highest priority clients while addressing your other clients at the same time. This session will take you step-by-step through a successful Business Development Program that can work for any size firm to improve your return on business development investment.

1:45 – 2:00 pm *Break*

2:00 – 3:00 pm **More Cowbell: How to Empower your Technical Professionals to be Business Development Rockstars**

“More Cowbell” refers to something you need more of, a remedy. As a business developer, you may be the lead singer, but unless you’re embarking on a solo career, your band of doer-seller’s must each master their parts and together you’ll earn your place on the Grammy stage. This (jam) session will give you unique, fun and proven methods to inspire even those who play cowbell, to amp up their role in the business development efforts of the firm.

3:00 – 3:15 pm *Break*

3:15 – 4:00 pm **Capture Planning 101**

By taking a strategic, focused approach to pre-positioning with your top priority clients and prospects, you will give your firm the competitive advantage to win more work. This interactive session will take you through the capture planning process and provides examples of strategies that have worked to increase firm’s effectiveness to establish long-term client relationships that win continued work.

4:00 – 4:14 pm *Break*

4:15 – 5:00 pm **Teaming – Everybody’s Doing It**

In this ultra-competitive, post-recession marketplace teaming is an essential part of doing business. Whether prime or sub, there are important communication and marketing protocols that can help build healthy working relationships, easier exchanges of information, and more satisfied, happy clients.

5:30 – 7:00 pm *Pau Hana & Networking*