PRP
PRESENTS:

SMPS
Society for Marketing Professional Services
Hawaii

COVER YOUR BASES

...AND PITCH A PERFECT GAME

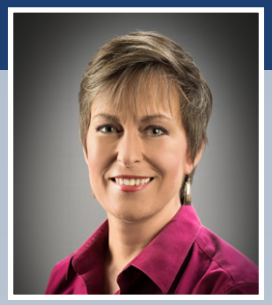
SMPS HAWAII'S 2ND ANNUAL MARKETING AND BUSINESS DEVELOPMENT SYMPOSIUM

WEDNESDAY
OCTOBER 28TH, 2015
11:30AM-7:00PM

HYATT REGENCY WAIKIKI BEACH RESORT & SPA
REGENCY BALLROOM CONVENTION CENTER

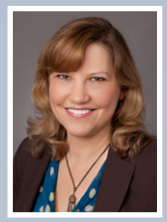
REGISTER AT:
SMPSHawaii.org

KEYNOTE SPEAKER

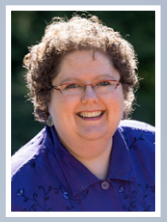


CINDY MCMILLAN
Communications Director
Office of the Governor,
State of Hawaii

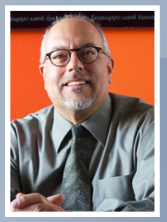
GUEST PRESENTERS



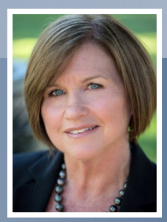
HILDEGARD DODD
Marketing Manager
Wilson Ihrig



KATHERINE ROBINETTE
CPSM
Marketer
OBEC



CRAIG GALATI
AIA, FSMPS, CPSM
Principal
LGA, Inc.



MARION THATCH
FSMPS, ACC
President
Distinction in Marketing

These marketing and business development professionals have years of experience and are recognized nationally as leaders in our industry.

Featuring three tracks of content, these sessions are suitable for marketing and business development professionals, technical staff as well as those in the C-Suite. Attendees can choose any 2 of the 3 tracks.

STRATEGIC MARKETING
The Proposal Grand Slam - Tips to get to the shortlist.

BUSINESS DEVELOPMENT
Whats next? Developing and winning client business in the New Normal.

LEADERSHIP
A roadmap to recognizing and retaining great talent (including yourself).

LAND-OWNERS PANELISTS

What's next for development in Hawaii? Find out from a panel of five of Hawaii's largest land-owners.



ALAN ARAKAWA
Senior VP, Planning & Entitlement
A&B Properties, Inc.



STEVE KELLY
VP, Development
James Campbell Company LLC



WALTER THOEMMES
Chief of Staff
Kamehameha Schools



LEEANN CRABBE
Vice President
Queen Liliuokalani Trust

Moderator:



MARK TAWARA
Owner
Manageability, LLC

COST: SMPS Members: $100 Non-Members: $150
Team Registration: $120 per person*

**For team registration of 2 or more from the same company: If one of registrants is an SMPS member, member price of $100 for both will apply.*

PARKING: FREE Validated self-parking at Hyatt Waikiki, or $13 valet parking

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SMPS HAWAII'S 2ND ANNUAL MARKETING AND BUSINESS DEVELOPMENT SYMPOSIUM

SMPS Society for Marketing Professional Services Hawaii

WEDNESDAY OCTOBER 28TH, 2015

11:30 AM
Registration & Networking

12:00 PM
Lunch & Keynote Speech

1:15 PM-2:30 PM
Breakout Session 1

2:45 PM- 4:00 PM
Breakout Session 2

4:15 PM- 5:30 PM
Land-Owners Panel

5:30 PM- 7:00 PM
Cocktail Reception

Strategic Marketing Track

Symposium attendees may choose 2 of the 3 tracks

The Proposal Grand Slam, Tips to Get to the Shortlist

Winning a project through a formal solicitation is not simply a matter of responding to the RFP. In today's competitive market, your submittal may be one of 12-30 proposals. Most proposals never get shortlisted, and most firms never change their efforts to improve their chances. Selection committees look for ways to disqualify proposals. Learn key procedural, design, and writing tips that will help you stay compliant and load the bases for a win!

Presenter: Katherine Robinette, CPSM, Marketer, OBEC Consulting Engineers

Business development track

WHAT'S NEXT: Developing and Winning Client Business in the New Normal

A/E/C firms positioning their organizations to succeed in the new normal must focus on what has changed and what remains basically the same. Learn what savvy A/E/C firms are doing to stand out. This presentation will highlight new skills and the new mindset needed to thrive in a brave new world. Told through real stories of successes and failures, this session will inspire you to take appropriate risks to realize tremendous rewards.

Presenters: Marion Thatch, FSMPS, ACC, President, Distinction in Marketing and Craig Galati, AIA, FSMPS, CPSM, Principal, LGA Inc.

Leadership track

REWARDING GREATNESS: A Roadmap to Recognizing and Retaining Great Talent (Including Yourself)

High employee turnover costs everyone a loss in time and productivity, yet many companies don't always take the time to invest in, encourage, promote their marketing staff. And many times, individuals themselves don't create scenarios or expectations that allow them to be successful. The session will be divided into three parts: 1) steps on how leaders can reward and retain their marketing stars, 2) how everyone should be creating (and meeting) goals and milestones and 3) a Professional Development Plan will be given out, explained and started by attendees so they can be on the right road to a happy, well-balanced and successful career.

Presenter: Hildegard Dodd, Marketing Manager, Wilson Ihrig

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