

**FOR IMMEDIATE RELEASE**

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## **SMPS Hawaii April 29 Lunch Program What AEC Firms Need to Know to Survive in this DAM World (Digital Asset Management)**

*Learn how to manage and collaborate data to ensure that you have everything you need to prepare winning proposals/qualification packages.*

HONOLULU – The Society for Marketing Professional Services (SMPS) Hawaii Chapter announces its April lunch program titled “What AEC Firms Need to Know to Survive in this DAM World (Digital Asset Management).”

As companies become more reliant on the variety of digital assets they develop to market their services and brand, the management of those very same assets is placing some companies at a competitive disadvantage. If you are frustrated by having to spend too much time trying to find a particular piece of artwork, or find yourself using some out-of-date content because at least you know where it is, the lack of a strong Digital Asset Management (DAM) solution is a problem.

At this lunch program, you will learn how to create a centralized repository of what you need that you can access when you need it, in the form you need it in, from wherever you are in the world. Attendees will hear from colleagues who are experienced in the use of tools that can help you automate and improve the management of your marketing processes, your proposal preparation, your visual assets, and your collaboration with team members.

The panel of speakers includes moderator Julie Chen, Proposal Manager of AECOM; Kari Smith, BDIS Editor/Trainer of AECOM; Melissa McCracken, Marketing Coordinator of WATG; and John Foster, Vice President/Partner of Forepoint LLC.

The lunch program will be held on April 29, 2009 from 11:30am – 1:30pm at the Plaza Club in the Coronet Room. Cost is \$30 for SMPS members, \$35 for AIA members, \$45 for non-members, and \$50 late registration or at the door. AIA CES credits are available. Lunch is provided. To register for the event, visit [www.smpshawaii.org](http://www.smpshawaii.org) or contact Julie Chen at [julie @ smpshawaii.org](mailto:julie@smpshawaii.org) for more information.

Founded in 1973, SMPS has more than 6,900 marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The Society and its 53 chapters benefit from the support of 3,250 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors. The mission of SMPS is to advocate for, educate, and connect leaders in the building industry.

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