Marketing Forum
Friday, April 3, 2020
10:00AM-2:30PM
ACEC Ohio Office: 1650 Lake Shore Dr., Ste. 200, Columbus, OH 43204

A. Introduction of ACEC Ohio – Beth Easterday, President of ACEC Ohio
B. Introduction of Facilitators – Traci Hernandez, DGL Consulting Engineers, LLC
Sarah Helbig, Jones & Henry Engineers
C. Introduction of Attendees

Agenda

10:15 AM-11:00 AM
Panel: What is Your Role as a Marketing Leader? + Q&A, Traci Hernandez
  • Kristin Hosni, Resource International
  • Monica Mosure, ms consultants
  • Sarah Helbig, Jones & Henry Engineers

11:00 AM-11:45 AM
Disrupting Engineering with Marketing: Transitioning from Traditional Agency to Big Data to AEC Marketing – Truths, Challenges and Unexpected Victories
Facilitator: Sarah Helbig, Jones & Henry Engineers

11:45 AM-12:00 PM
Email break and networking

12:00 PM-1:00 PM
Working lunch and roundtable discussion

1:00 PM-2:00 PM
Guts Before Glory: A ‘how-to’ session on using all your resources wisely to create meaningful content and then packaging to win.
Facilitator: Traci Hernandez, DGL Consulting Engineers

2:00 PM-2:30 PM
Final commentary & feedback