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
- William Sampson, CT Consultants
- Kim Messer, LJB Inc

**11:00 AM-11:45AM**

*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*