Marketing Forum  
Friday, November 6, 2020  
10:00AM-2:30PM  
Quest Conference Center | 8405 Pulsar Place Columbus, Ohio 43240

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