



AMERICAN COUNCIL OF ENGINEERING COMPANIES
of Ohio

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

