Virtual Marketing Forum
Friday, November 6, 2020
10:00AM-12:00 PM

A. Introduction of ACEC Ohio – Beth Easterday, President of ACEC Ohio
Sarah Helbig, Jones & Henry Engineers

Agenda

10:05 AM-10:40 AM
Panel: What is Your Role as a Marketing Leader? + Q&A, Traci Hernandez

- Kristen Hosni, Resource International
- Monica Mosure, ms consultants
- Sarah Helbig, Jones & Henry Engineers
- William Sampson, CT Consultants
- Kim Messer, LJB Inc

10:40 AM-11:10 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

11:10 PM-11:20 PM

Break

11:20 AM-11:50 AM

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

11:50 AM-12:00 PM

Final commentary & feedback