



Marketing Forum
Tuesday, March 7, 2023
10:00 AM - 2:00 PM

- A. Introduction of ACEC Ohio – Lexi Francis, Communication Specialist for ACEC Ohio
- B. Introduction of SMPS Columbus – Candace Klepacz, Immediate Past President of SMPS Columbus, Pepper Construction
- C. Introduction of Facilitators – Kristin Studabaker, Carpenter Marty Transportation
Rachel Headings, Burgess & Niple

Agenda

10:15 AM - 11:15 AM

Lindsey Diven Presents: *“Dissecting RFPs and Creating Compelling Content for Proposals”*

11:15 AM - 11:20 AM

Break

11:20 AM - 12:50 PM

Break out discussions

Facilitator: *Kristin Studabaker, Carpenter Marty Transportation*

12:50 PM - 1:00 PM

Break

1:00 PM - 2:00 PM

Panel: What are clients looking for in proposal submissions? + Q&A

- Cornell Robertson, *Franklin County*
- Michael Coursey, *COTA*
- Thomas Slack, *ODOT*
- Keith Doll, *ODNR*

Facilitator: *Rachel Headings, Burgess & Niple*

2:00 PM

Final remarks