



AMERICAN COUNCIL OF ENGINEERING COMPANIES

Business Development & Marketing Forum (BDM)

Location: Hilton Denver City Center, 1701 California Street, Denver, CO 80202

- Daily Schedule of Events -

DAY ONE - Sunday, September 22, 2024

5:30 pm - 6:30 pm **Opening Reception**
Cocktails & hors d'oeuvres
Colorado/Denver Pre-function

DAY TWO - Monday, September 23, 2024

7:30 am - 8:30 am **Continental Breakfast & Networking**
Colorado/Denver Pre-function

8:30 am - 9:30 am **Session #1: Current State of AI in AEC**
Denver Ballroom 4-6
Kristin Kautz, CPSM, Partner, JAM Idea Agency & AI and Strategy, Zweig Group

- How has AI shaped the AEC industry in the last two years.
- What legal updates do we need to be aware of.
- How is AI impacting AEC today.

9:30 - 10:30 am **Session #2: Proposal Creation, Software and AI**
Denver Ballroom 4-6 (Closed door session)
Jennifer Folmer, Knowledge Management, Mead & Hunt, Moderator
Jennifer Andrews, CPSM, VP of Marketing, Woodard & Curran
Sharon Whitwam, Database Specialist, Ayres Associates

- How are firms using the latest CRM and AI platforms.
- Members share pros/cons, and best practices with CRM's.
- Top ten questions to ask when switching platforms.



AMERICAN COUNCIL OF ENGINEERING COMPANIES

- Implementation across job functions and internal support/buy-in.

10:30 am - 10:45 am Coffee Break & Networking

Colorado/Denver Pre-function

10:45 am - 12:00 pm Session #3: Go/No Go Process

Denver Ballroom 4-6

Maxinne Leighton, Director of Marketing and Business Development, JB&B, Moderator

Emily Meador, PE, Senior Vice President, Kimley-Horn

Heather Brown, Director of Marketing, Dibble Engineering

Brandy Miller, Marketing Manager, WSP

- Real member Go/No Go experiences.
- Critical processes and risk assessment.
- How results impact leadership decisions.
- Financial and resource management.

12:00 pm - 1:00 pm Buffet Lunch & Networking

Colorado/Denver Pre-function

1:00 pm - 2:00 pm Session #4: Thought Leadership Panel

Denver Ballroom 4-6

Joe Irizarry, Senior Vice President & Chief Marketing Officer,

*Raba Kistner, **Moderator***

Kyle Fisher, CPSM, Principal – Americas Marketing & Communications Leader, Arup

Helga Salling, VP Global Growth & Strategy, Life Sciences, Jacobs

Nicole Sparks, Director of Marketing, Simpson Gumpertz & Heger

- Hear about what other firms are doing regarding:
 - Digital Presence, AI integration, Digital Marketing
 - Internal vs. External Communications
 - New Business and Talent Retention



AMERICAN COUNCIL OF ENGINEERING COMPANIES

2:00 pm - 3:00 pm

Job Function Breakouts – Candid Conversation

Denver Ballroom 4-6 & Colorado AB

- Attendees will break out into groups based on their job function, e.g., senior leadership, marketing, business development. The style will be modeled after the ACEC National CEO Roundtables.

3:00 pm - 3:15 pm

Coffee Break & Networking

Colorado/Denver Pre-function

3:15 - 4:15 pm

Open Discussion – Wrap Up, Summary

Denver Ballroom 4-6

- What we tackled, what we learned, open items for discussion and preview for tomorrow.

DAY THREE - Tuesday, September 24, 2024

7:30 am - 8:30 am

Continental Breakfast & Networking

Colorado/Denver Pre-function

8:30 am – 10:00 am

ACEC National Offices Update

Denver Ballroom 4-6

Katharine Mottley, Senior Vice President, Tax and Workforce Policy, ACEC National

Matt Reiffer, Vice President Infrastructure Programs

Diana Alexander, Director, Private Market Resources, ACEC National

- Government Affairs Update
- IIJA Funding & Opportunities
- Market Intelligence Resources

10:00 am - 10:15 am

Coffee Break & Networking

Colorado/Denver Pre-function



AMERICAN COUNCIL OF ENGINEERING COMPANIES

10:15 am - 11:15 am 6 Keys to Building a Championship Engineering Firm

Denver Ballroom 4-6

Regine Jeune, President and CEO of DB Sterlin Consultants Inc.,

- Know and communicate your value through a profit based strategic plan.
- Empower project managers through a culture of accountability.
- Gain a competitive advantage by selecting better clients.

11:15 am - 12:00 pm (Prepare for departures)

12:00 pm - 1:30 pm Buffet Luncheon – A Review of EFCG’s AEC Industry Overview

Denver Ballroom 4-6

Emily Shaw, Vice President, M&A, Environmental, Financial Consulting Group (EFCG)

- A comprehensive look at the latest trends and performance of the AEC Industry.
- Topics will include Technology, ESG and M&A activity.
- A snapshot of what is happening in the AEC space and critical questions that leadership teams can build into their conversations.

Adjourn

Sponsored by:

JOIST-AI

sm^{ps}