

# 2021 – Elevate Your Business Strategies

## FREE Webinar Series hosted by ASHE

presented by Elevate Marketing Advisors

ASHE's 2021 webinar series is designed to address virtual meeting challenges, approach business development with a fresh perspective, and help prioritize client relationships.

### **FEBRUARY 2: A&E M&A (12:00PM - 12:40PM EST)**

presented by Steve Gido, ROG

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Despite the damaging impacts of the Coronavirus to the economy and industry, A/E M&A activity has remained resilient. Buyers and sellers have re-engaged in talks while others are ready to chart new paths in their organization's growth or exit strategy plans. Join Steve from ROG Partners to examine the current M&A environment, discuss valuation trends and integration takeaways from 2020 activity, assess the new challenges parties are facing, and hear anecdotes to guide expectations for the new year.

### **MARCH 2: TIME IS MONEY – THE VALUE OF VIRTUAL INTERVIEW PREP (12:00PM - 12:40PM EST)**

presented by Dena Wyatt, Marketing Evolutions, Inc.

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We all know the saying "time is money" and we've debated the issues of how to reduce the time a team takes to prep for interviews. Dena discusses the keys to prepping a team virtually to optimize remote engagement.

### **APRIL 6: YOUR DIGITAL STRATEGY TOOLKIT (12:00PM - 12:40PM EST)**

presented by Meagan Camp, Elevate Marketing Advisors

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Refresh your feed with five tools to simplify your digital strategy. Whether you're jump starting your social media after the upheaval of 2020 or simply looking to learn a few new tricks, this session walks you through five tools to audit your on line following, uncover content opportunities, and stay aligned with your firm's brand on social media.

### **MAY 4: CLIENT DEBRIEFS (12:00PM - 12:40PM EST)**

presented by Joy Guinn, FSMPS, CPSM, Guinn Consulting Engineers

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While many engineers, architects, and contractors like to think they know why a client didn't select their team, we simply cannot know all the elements that determine a client's decision. It's important to have a conversation with the client after a proposal submittal (win or loss) to gauge the client's assessment of the proposal which allows an understanding of which components may need further prioritization. The debrief process can serve as a guide for how to best structure proposals or presentations for your team and highlight what issues are important (and actionable) for your team. This session includes the specifics of a successful client debrief meeting so you and your clients can reap the benefits of this valuable tool.



#### **ABOUT ELEVATE MARKETING ADVISORS**

Elevate Marketing Advisors develops marketing and business development campaigns to invigorate your brand, differentiate your firm, and drive business to your bottom line so you stay focused on design and delivery of your discipline.

We are driven to help people and firms realize their beyond through relationship, advocacy, and an elevated client experience. We do this through a daily commitment to our guiding principles:

- Empower Disruption
- Reach. Then Reach Higher.
- Make a Difference Every Day
- Have Fun and Kick Ass!

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### **JULY 6: EVERYONE NEEDS A CRM...OR DO THEY? (12:00PM - 12:40PM EST)**

presented by Emy Burback, MBA, CPSM, Marketing Engine

Let's talk CRM. Firms across the globe use CRM solutions to better manage their relationships and opportunities, but what's the benefit? Emy discusses the benefits of CRM, ways to optimize and leverage CRM to win more work, and explores feasible solutions to take advantage of these tools without breaking the bank.

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### **AUGUST 3: PLANNING FOR OWNERSHIP TRANSITION (12:00PM - 12:40PM EST)**

presented by Ian Rusk, ROG

Privately-held firms in the A/E sector have various options for transitioning ownership. Many seek to transition internally to successive generations of management. Some look to build and sell to a strategic buyer. Still others may choose to establish an employee stock ownership plan (ESOP) and expand ownership to its entire workforce. This webinar explores the pros and cons of each path and the steps you should take to ensure a successful transition.

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### **SEPTEMBER 7: LOOKING AHEAD – 2022 A/E/C MARKETING TOOLBOX (12:00PM - 12:40PM EST)**

presented by Ida Cheinman, Substance 151, Benefit LLC

It's almost time to start planning for 2022! What have we learned this year and how should we prepare for what's next in branding and marketing our firms? Ida shares proven strategies and approaches, reviews top emerging trends, and discusses what they mean for positioning your firm to win in today's fast-changing and highly-competitive marketplace.

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### **OCTOBER 5: MARKETING IS EVERYONE'S BUSINESS (12:00PM - 12:40PM EST)**

presented by Carla Thompson, FSMPS, CPSM, Elevate Marketing Advisors

Far too often, A/E/C businesses of all sizes leave the official job of marketing to, well, the marketing department. Here's a news flash: anyone associated with your business that comes into contact with a prospect or client is performing a marketing function. So, the question is – are they prepared to carry out that function well? One of the smartest things a business can do is create and perform official marketing training for everyone in the firm, including technical personnel, administrative staff, and finance-related staff. Join Carla to learn how you can make marketing a living, breathing part of your company culture.

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### **NOVEMBER 2: MARKET FORECAST – WHAT'S ON THE HORIZON FOR TRANSPORTATION? (12:00PM - 12:40PM EST)**

presented by Sarah Kinard, The Flamingo Project

2021 is the year of change for our nation and certainly for the transportation industry. By November 2021, we should have more answers on the FAST ACT, additional information on funding, and also a better understanding of recovery and tax on fuel income. What a difference a year makes!

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