ASHE presents a three-part webinar series to address your virtual meeting challenges, approach business development with a fresh perspective, and help prioritize your client relationships.

WEBINAR 1: GET THE MOST OUT OF YOUR VIRTUAL MEETING
MAY 5 11:45AM – 12:45 PM EST
Our world has changed quickly. Working remotely, and the use of teleconferences, is now the norm for the majority of A/E/C firms. How do we make the most of this new reality and conduct successful teleconferencing? This webinar explores 12 tips to make the most of virtual meetings while staying connected internally with your staff and clients.

Objectives:
— Techniques for leading and engaging in virtual meetings effectively
— Understanding how to dress the part
— Learning to make the most of your virtual meeting platform
— Various virtual meeting roles and responsibilities
— How to expand your voice to project confidence in a virtual meeting

WEBINAR 2: NAVIGATING MARKET SHIFTS WITH A STRATEGIC BUSINESS DEVELOPMENT APPROACH
MAY 19, 11:45 AM – 12:45 PM EST
Step-by-step guide to develop and implement your strategic BD playbook driven by a priority-based client management system enabling you to convert more leads into wins.

Objectives:
— Learn the process of developing a successful BD program
— Learn to organize and maximize business development efforts to see a better ROI
— Discover how to prioritize clients and client engagement
— Develop tools to improve your BD program and investment

WEBINAR 3: MAXIMIZING CLIENT RELATIONSHIPS WHETHER BEHIND THE DESK OR PHYSICALLY DISTANT
JUNE 2, 11:45 AM – 12:45 PM EST
Clients want to work with people they like, know, and trust. Whether it’s a project manager who never leaves their desk or a senior leader engaging clients in BD, learn micro-habits for maximizing relationships.

Objectives:
— Learn techniques for developing client relationships from behind the desk
— Discover methods PMs can use to enhance BD throughout the project process
— Explore ideas to create micro-habits for relationship enhancement

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:
■ Embrace Authenticity
■ Reject Mediocrity
■ Invest in Relationships
■ Deliver with Intention
■ Have Fun and Kick Ass!