

## Education Series:

Hilton Fort Lauderdale Airport Hotel  
1870 Griffin Road, Dania Beach, FL

**January 12, 2011**

SMPS

Society for Marketing  
Professional Services

South Florida

# Storyboarding for Better Proposals

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Questions or Sponsorship Opportunities  
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## “Storyboarding for Better Proposals,” Frank Lippert, FSMPS, CPSM

Storyboarding gives attendees a real tool to take back to the office and put to use immediately. A good storyboard can really help focus your proposal or interview on what’s really important to the client. This technique turns your pitch from something all about you into something all about them.

Often times in A/E/C marketing, our messages get lost as we stumble over our own laundry list of “unique” qualifiers in an effort to craft the perfect proposal. Storyboarding can help you get beyond that old “uniquely qualified to deliver the best service on time and on budget” hurdle that we all face. Storyboarding is a methodology that can help organize your message and prove to your audience that you understand the drivers behind a project and have the where-with-all to get the job done. This session will walk through a real world example of applying the storyboarding technique to a proposal process in order to effectively put the winning message forward.

11:30 – 1:30 pm | Hilton Fort Lauderdale Airport Hotel

1870 Griffin Road | Dania Beach, FL, 33004 | Event Room located on the 2nd floor

SMPS Members \$35/Non-Members \$45/Late Registrations \$60

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