

Program:

SMPS

Society for Marketing Professional Services

South Florida

Winning!

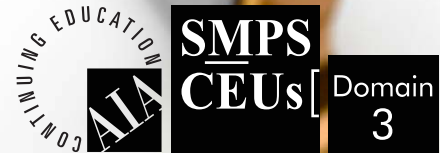
Would You Like to Win 3 out of 4 Shortlist Presentations?

Chuck Roberts
Performance Management Group

January 26, 2012

Hilton Fort Lauderdale Airport Hotel
1870 Griffin Road, Fort Lauderdale | 954-920-3300

Questions or Sponsorship Opportunities
Contact (954) 585-4226 MacKenzie Ross-Fidler - Email: mfidler@balfourbeattyus.com



This program has been approved by AIA for 1.5 AIA CEUs

Would You Like to Win 3 out of 4 Shortlist Presentations?

Chuck Roberts of Performance Management Group



Please join us as 30 year A/E/C veteran, **Chuck Roberts** of Performance Management Group discusses the key elements for "Would You Like to Win 3 out of 4 Shortlist Presentations?"

Chuck will present a case study on how one engineering firm has implemented a novel approach that has enabled them to go from winning one out of four to winning three out of four shortlist presentations. Learn how they have implemented the science of communication to eliminate the traditional, mind-numbing list of bullets and overabundance of text and improve selection committee receptivity, comprehension, unaided recall, and response. These are practical modifications that you can immediately implement for competitive advantage.

Thursday, January 26, 2012

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

1870 Griffin Road | Dania Beach, FL, 33004

SMPS Members \$30; Non-Members \$40; Late Registrations \$55

> REGISTER HERE