

Program:

SMPS

Society for Marketing
Professional Services

South Florida

Making Your Strategic Plan a Bigger Success

Chuck Roberts
Performance
Management Group

April 20, 2011

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

“Making Your Strategic Plan a Bigger Success”

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 “*Making Your Strategic Plan a Bigger Success*”.

Both public and private organizations invest a lot of time and money developing strategic plans, then struggle with implementation. Adverse impacts of this situation will be amplified by rapid change and poor economic conditions that will characterize the environment over the next one to two years. This presentation will provides 7 ways to improve your company’s ability to develop and successfully implement an effective strategic plan, (even in these difficult times) - that will bring success!

Wednesday, April 20, 2011

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

1870 Griffin Road | Dania Beach, FL, 33004

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

> REGISTER HERE