

The Society for Marketing

# Professional Services

The First Choice and Best Resource for Professional Services Marketers and Business Developers

**SMPS**

**North Florida**

## SMPS North Florida Spring Workshop

### Defining & Enhancing the Value of Marketing

National Speaker: Sally Handley, FSMPS

Friday, March 12, 2010 | 8:00am-12:00pm

Taylor Engineering, Inc.

10151 Deerwood Park Blvd. • Bldg. 300, Suite 300 • Jacksonville, FL 32256

\$50 Members | \$65 Non-Members

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#### *Do You Know the ROI of Your Marketing Dollars?*

##### Workshop Highlights:

- **Basic marketing metrics**
  - ✓ What Should Marketers Evaluate?
  - ✓ Hit Rate: The Original Marketing Metric
  - ✓ The Role of the Marketing Plan in Defining Your Metrics
- **Evaluating your marketing plan**
  - ✓ Lead/Prospecting Effort
  - ✓ Communications Effort
  - ✓ Identity or Branding Effort
  - ✓ Assessing Client Satisfaction
  - ✓ Basic Financial Metrics
- **Current A/E/C industry trends**
  - ✓ Case Studies
  - ✓ General Guidelines for Developing Your Own Evaluation Effort Using Metrics



Visit [www.smpsnorthflorida.org](http://www.smpsnorthflorida.org) to register.

*Please see following page for information on our speaker and sponsor.*

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**Sally Handley, FSMPS** is President of *Sally Handley Inc.*, a marketing consulting, training and staffing firm. Consulting to the A/E/C industry since 1999, Sally has worked with architectural and engineering clients, assisting them to achieve their marketing goals. She has helped firms create focused marketing plans and developed new client bases for younger partners of firms in transition. Sally provides marketing training for both technical and marketing staff.

In 1995, Sally developed a Marketing and Presentations class for Pratt Institute's Design Firm Management Program, the first of its kind in the nation. She has adapted this class into a series of webinars entitled: *AEC Marketing 101* which is offered on-line to meet the needs of today's busy professionals. Sally also offers a Management and Leadership Skills Webinar series especially geared to Gen X and Gen Y marketers.

Sally recently published *Marketing Metrics De-Mystified: Methods for Measuring ROI and Evaluating Your Marketing Effort*. In 2007, she was selected by the SMPS Foundation to author a white paper based on original research on the topic of *Knowledge Management in the AEC industry* which was presented at the SMPS National Conference in Denver, CO. Recipient of the Society for Marketing Professional Services (SMPS) New York Chapter Marketing Achievement Award, Sally also is co-author of *Charting Your Career Path: Opportunities for Professional Services Marketers in the 21st Century*.

Sally is a Fellow of the Society for Marketing Professional Services and served on the SMPS National Board of Directors as Chapter Delegate. Past President of the SMPS New York Area Chapter, she was the recipient of the 1998 SMPS Chapter President of the Year Award. During her year as President, the SMPS National Organization awarded the New York Area Chapter an Outstanding Recognition Award in its Striving for Excellence Awards Program.

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