GET WORK NOW

December 3-4, 2015
Hilton Garden Inn
Saskatoon, SK

A GUARANTEE THAT YOU WILL WIN MORE WORK!
• Stand out from the crowd
• Trounce the competition
• Win without cutting your prices
• Treat BD as a crucial function in your firm—not a game of chance

AND get individual evaluations of your actual proposals and presentations—and turn them into winners!

WHAT MAKES US DIFFERENT (AND BETTER) THAN THE REST?
• You’ll LEARN COLLABORATIVELY with and from your fellow attendees
• You’ll RECEIVE A TOOLBOX ($395 value) to help you with implementation
• We have SMALL GROUP EXERCISES using your actual proposals and presentations
• We have seminar leaders with 30+ YEARS OF COMBINED A/E/C EXPERIENCE
• We have no “ivory tower theories”—just PRACTICAL TECHNIQUES THAT REALLY WORK

Everything You Need to Know—From Finding Leads to Winning Proposals & Presentations

www.acec-sk.ca
Let PSMJ’s **Get Work Now Bootcamp** position you to accelerate your firm’s performance and outstrip your competition. In this intense, two-day, hands-on workshop, you’ll learn the newest and most innovative techniques for writing winning proposals, making memorable presentations, mastering today’s technology, excelling in networking, and much more. Through group exercises led by our experienced industry experts, you’ll learn together with your fellow attendees, walking away with confidence that will last well past Monday morning. We’re so sure you’ll succeed, we guarantee you’ll be on the right path to winning more work.

**WHO SHOULD ATTEND?**

PSMJ’s **Get Work Now Bootcamp** is for anyone who wants to stop running around in circles chasing new work and actually win that work. This seminar is extremely useful for all levels of marketing and business development staff, as well as those Principals, Directors, and Managers who lead business development strategy, proposals strategy, and are part of key client presentations. Spend two days with us, and we guarantee you will walk away as a much more effective marketer and manager.

**HOW DOES YOUR FIRM STACK UP ON PROPOSAL HIT RATES?**

One way to determine the effectiveness of your marketing and business development activities is “proposal hit rate,” the percentage of submitted proposals that you win. Compare your firm with the following data, taken from PSMJ’s Fees & Pricing Benchmark Survey Report:

<table>
<thead>
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<th>(Percentile)</th>
<th>Median</th>
<th>Top 25%</th>
<th>Your Firm</th>
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<tr>
<td>Transportation</td>
<td>20%</td>
<td>35%</td>
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<td>Government Buildings</td>
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How do you compare? If you’d like to improve your proposal hit rate and WIN more work with less investment, you MUST attend this program!

**Your Bootcamp Will Be Led by:**

**Kenneth C. Tichacek, Associate AIA**, has been actively engaged in the design and construction industry for over 35 years and is extremely well versed in all aspects of practice management. Ken has been a PSMJ consultant and seminar leader for more than eight years. In that role, he has presented popular seminars to over a thousand design and construction professionals and has helped scores of firms across North America. In addition to his work for PSMJ, Ken is the founder and principal of Think Like Your Clients, LLC. He is a member of the Society for Marketing Professional Services (SMPS) and an Associate member of the American Institute of Architects (AIA). Ken is a frequent guest lecturer for SMPS, AIA, ACEC and other professional organizations throughout the US and Canada.

“**Great information and we should have taken this years ago.”**

Garry McTighe - Stebnicki + Partners

“**Speaker is extremely knowledgable and had great answers to every question. He gave me a fresh perspective on what it is I do every day.**”

Rick Bannister, Business Development Coordinator - Webb Associates
What you can expect to learn... Seminar Agenda

Be ready to experience two intense days of training at this Bootcamp. We will walk you through the entire process, step-by-step, from what you need to do from the moment of your first client contact to post-presentation wrap-up, giving vital tips and important information along the way. The entire seminar is tailored specifically to the needs and levels of each group of participants. You can be sure we will address all of your burning questions and hit all the hot topics, including:

1. The Foundation: Your Differentiation and Positioning Strategy
   - How different is your firm, really?
   - What you need to do to make your firm stand out from the crowd
   - The three things you MUST know to position yourself to win
   - Positioning strategies that let David beat Goliath

   - The things that will never change in getting new work
   - Using social media to transform both the way you network and market
   - CRM isn’t a luxury anymore/What CRM platform is right for you?
   - The coming transformation of proposals and interviews

3. Marketing: A Whole New Way to Tell Your Firm’s Story
   - Do any of the traditional marketing tools still work?
   - Selecting the right platforms for your firm
   - Why it’s not just the marketers who market these days
   - Have a REAL marketing plan and budget

4. Get Serious About Business Development and Get Results
   - Working together to create a powerful business development culture
   - How to boost results through benchmarking (PSMJ survey results included)
   - How can project managers manage projects AND bring in more work
   - How YOU can change your firm’s results, no matter what your job title

5. Plan, Don’t Stumble, Your Way Into the Future
   - Using PSMJ’s comprehensive Business Development Plan Template
   - Hot markets, cold markets
   - How to get into public sector markets
   - How to get useful quarterly market data—for free

6. Think Like Your Clients! Focus on What They Care About
   - Learn client-speak
   - What do your clients actually care about
   - Using PSMJ’s powerful IFBP approach to keep your clients happy and get more work
   - Getting regular feedback from clients (PSMJ client satisfaction survey template included)

7. Get More Work From Your Current Clients
   - Taking care of strategic clients should be at the heart of your firm’s mission
   - How to identify quality clients for your firm
   - Should you fire some of your clients
   - How to do cross-selling effectively

8. Network! Network! Network! (Without the Pain)
   - Why introverts can be the best networkers
   - How to get in the door for the first time
   - Use social media as a game changer
   - Why you MUST be systematic about networking

   - Where should you look for REAL opportunities
   - Turning your best clients into your best salespeople
   - Pull through vs. push marketing and prospecting
   - How to track opportunities and build a strong proposal pipeline

10. Chase Less, Win More
    - Win before the RFP even leaves the client’s hand
    - Why a strong hit rate is a beautiful thing (PSMJ benchmark survey included)
    - Using PSMJ’s proven go/no-go tool (Template included)
    - Saying “no” in a way that leads to more work

11. A Winning Proposal Starts With Strategy and Organization
    - How to win and not just make the short list
    - Who should be on your proposal team
    - How can you get project managers to start working on a proposal
    - Team with other firms/exclusive vs. non-exclusive subs

12. Make Your Proposal a Story Your Clients Will Want to Read
    - Use PSMJ’s IFBP technique to keep your proposal focused on what the client cares about
    - How to turn your firm’s features into client benefits
    - How to prove your claims in a way no one can dispute
    - How to tell your story even within a constricted public sector format

13. Make Your Proposals Easy to Read
    - Using a 30 second test to tell if your proposal is any good
    - Using the lost art of language
    - How to give your proposals the right look and feel
    - How to deal with page limits

14. You Need to Take Your Story to Another Level at the Interview
    - Leave your qualifications at the door
    - It’s all about showing them you understand what issues the client is facing, what needs to be done and how you are going to do it

15. Putting Together Winning Presentations
    - How to organize and lead your presentation team
    - Use PSMJ’s ten step process
    - Who should go to the interview
    - What questions will clients ask and how will you answer them (including a compilation of questions asked by REAL clients)

16. Use Presentation Tools That Enhance Your Story
    - Why warmer is better than cooler
    - Don’t use PowerPoint (or anything else) as a crutch
    - The way to use tools to help tell your story
    - Should “leave behinds” really be left behind

17. Relax! And Shine at the Interview
    - How to connect personally with everyone in the room
    - How to keep all of your listeners engaged
    - Reading and reacting to the selection panel’s body language
    - How to make sure your body language sends a strong message

18. Implementing What You Have Learned
    - Creating a personal action plan
    - Making sure the lessons stick
    - How NOT to be a voice in the wilderness
    - What are you going to do tomorrow?
GET WORK NOW BOOTCAMP
December 3-4, 2015 • Saskatoon, SK (photocopy form for additional registrations)

Conference Site and Accommodations

**Hilton Garden Inn**
90-22nd Street East • Saskatoon, SK S7K 3X6
Tel: 306.244.2311 • [www.saskatoon.hgi.com](http://www.saskatoon.hgi.com)

**Room Rate:**
- $179.00 plus tax (2 queen beds)
- $189.00 plus tax (1 king bed)

Hotel Cut-Off Date: November 2, 2015

* REFER TO: ACEC2 to obtain the discounted room rate. Room rate based on availability. Reservations may be made via e-mail: reservations@hgisaskatoon.com

**Parking:** $15.00 plus tax per day (subject to change without notice)

**Registration Information**

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I consent to receiving future electronic communications from ACEC-SK □ YES □ NO (Check One)
(You may opt out at any time)

Please advise of any special dietary requirements: ______________________________

☐ My employer is a member of **ACEC-SK**

**Early-Bird Pricing: Registration Deadline: October 23, 2015**
- $1,675 CDN+GST per person for ACEC-SK members
- $1,875 CDN+GST per person for non-members

**Regular Pricing: Registration Deadline: November 13, 2015**
- $1,795 CDN+GST per person for ACEC-SK members
- $1,995 CDN+GST per person for non-members

**Payment Options:**
☐ Check enclosed for $_________ payable to Association of Consulting Engineering Companies - Saskatchewan or ACEC-SK

Cancellations made after November 13, 2015 and/or no shows are not eligible for refunds. In the event a registrant cannot attend the seminar, a replacement will be accepted prior to November 25, 2015. Last minute registrations (after November 25, 2015) will be charged an additional $100 administration fee.

**Hours for Class are:**
**Day One:** Breakfast 7:45 am / Seminar 8:30 am – 5:00 pm
**Day Two:** Breakfast 7:30 am / Seminar 8:00 am – 3:30 pm

**Registration Includes:**
- Attendance
- Complete instructions
- Workbook
- Reference materials
- Continental breakfast
- Lunch and breaks

**5 Ways to Register:**
M Suite 12, 2010 – 7th Avenue, Regina, SK S4R 1C2
T (306) 359-3338
F (306) 522-5325
E events@acec-sk.ca
W [www.acec-sk.ca](http://www.acec-sk.ca)