



AMERICAN COUNCIL OF ENGINEERING COMPANIES  
*of Ohio*

**Marketing Forum**

**Friday, April 3, 2020**

**10:00AM-2:30PM**

**ACEC Ohio Office: 1650 Lake Shore Dr., Ste. 200, Columbus, OH 43204**

- A. Introduction of ACEC Ohio – **Beth Easterday, President of ACEC Ohio**
- B. Introduction of Facilitators – **Traci Hernandez, DGL Consulting Engineers, LLC**  
**Sarah Helbig, Jones & Henry Engineers**
- C. Introduction of Attendees

**Agenda**

**10:15 AM-11:00 AM**

**Panel: What is Your Role as a Marketing Leader? + Q&A, Traci Hernandez**

- Kristin Hosni, Resource International
- Monica Mosure, ms consultants
- Sarah Helbig, Jones & Henry Engineers

**11:00 AM-11:45AM**

**Disrupting Engineering with Marketing:** Transitioning from Traditional Agency to Big Data to AEC Marketing – Truths, Challenges and Unexpected Victories

Facilitator: *Sarah Helbig, Jones & Henry Engineers*

**11:45 AM-12:00 PM**

*Email break and networking*

**12:00 PM-1:00 PM**

*Working lunch and roundtable discussion*

**1:00 PM-2:00 PM**

**Guts Before Glory:** A 'how-to' session on using all your resources wisely to create meaningful content and then packaging to win.

Facilitator: *Traci Hernandez, DGL Consulting Engineers*

**2:00 PM-2:30 PM**

*Final commentary & feedback*