



**Virtual Marketing Forum**

**Friday, November 6, 2020**

**10:00AM-12:00 PM**

- A. Introduction of ACEC Ohio – **Beth Easterday, President of ACEC Ohio**
- B. Introduction of Facilitators – **Traci Hernandez, RMF Nooter, Inc.**  
**Sarah Helbig, Jones & Henry Engineers**

**Agenda**

**10:05 AM-10:40 AM**

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

- Kristen Hosni, Resource International
- Monica Mosure, ms consultants
- Sarah Helbig, Jones & Henry Engineers
- William Sampson, CT Consultants
- Kim Messer, LJB Inc

**10:40 AM-11:10 AM**

**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*

**11:10 PM-11:20 PM**

*Break*

**11:20 AM- 11:50 AM**

**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*

**11:50 AM-12:00 PM**

*Final commentary & feedback*