

SESSION TITLE	THOUGHT-LEADER	JOB FUNCTION
STRATEGY & LEADERSHIP		
Using Compassionate Leadership to Drive Revenue	Melissa Love	Marketing
Building Stronger Together: Better teams, better wins	Donna Corlew, FSMPS, CPSM, Frank Lippert, FSMPS, CPSM, Kristi Pempin, CPSM	Business Development
Unlock the Power of Employee Advocacy for your Brand	Molly Lauck	Marketing
Lessons on Innovative Leadership that Advance Careers	Stacy Stout, FSMPS, CPSM	Marketing/Business Development
Bridging the Gap Between Marketing, Operations, & Finance in Corporate Strategy	Jennifer Van Vleet, CPSM, Andrew Wilson	Marketing
RELATIONSHIPS & INFLUENCE		
Be the Closer: Turning Contacts into Contracts	April Smith, CPSM	Business Development
Mastering the Art of Two-way Mentorship	Skot Waldron	Marketing/Business Development
The Heart of Marketing Leadership: Positive Connections with Colleagues	Gabe Lett, FSMPS, CPSM	Marketing/Business Development
Leading with a Human-Centered Approach	Chuck Raymond, CPSM & Lisa J. Frisbe	Marketing/Business Development
Moving from Pack Mule to Unicorn	Janki DePalma, CPSM, LEED AP	Marketing/Business Development
BUSINESS DEVELOPMENT		
Business Development Pre-Conference workshop (separately ticketed event)		Business Development
The Art of Building Authentic Relationships in Business Development	Troy Parkinson & Yolanda Baber, M.B.S	Business Development
How to Have Comfortable Conversations with Anyone	Wally Hise, PE	Business Development
STORYTELLING & MESSAGING		
3 Stories A/E/C Marketers Must Master	David Lecours	Marketing
Say What? Communications	Jennifer Van Vleet, CPSM & Jamie Clark	Marketing
Don't Bury the Lede: Communicating in the Digital Age	Kristina von Tish, CPSM, LEED Green Associate	Marketing

SESSION TITLE

THOUGHT-LEADER

JOB FUNCTION

STORYTELLING & MESSAGING

How Award-Winning Culture Helps You Fight the Talent War	Amber Larson, CPSM	Marketing
Filling the trophy Case: Crafting Winning Award Submissions	Melanie Hawley	Marketing/Business Development
Deliver Killer Presentations Every Time	Dara Connolly	Marketing/Business Development

BUSINESS ACUMEN & ENTREPRENEURSHIP

Growing Your Firm with Effective Business Planning	Sarah Kinard, FSMPS, CPSM	Business Development
AEC Marketing 2.0: Blueprint for Building a Future-Ready Department	Tims Asimos, CPSM & Ashley Campbell	Marketing

TECHNOLOGICAL ADVANCEMENT & EVOLUTION

Strategies to Coach Interview Teams In-House	Amy Cuddy, CPSM	Business Development
Oh My AI: What's Now and Next	Kristin Kautz, CPSM	Marketing/Business Development
Emerging Technologies and Radical Humanity	Jacqueline Babb	Marketing/Business Development
Prepare for the AI Revolution without Losing the Human Element	John G. Zuccerella, CPSM, CF APMP & Stephen R. Galati, D.M., CGW, CP APMP, CQA	Marketing/Business Development

SKILLS & TECHNICAL MASTERY

Deliver Killer Presentations Every time	Dara Connolly	Business Development
Tech-tools Indesign & Photoshop PreConference Workshop (separate ticketed event)	Kimberly Robertson, CPSM	Marketing

DIVERSITY, EQUITY INCLUSION & BELONGING

Inclusive Voices Amplified: Elevating Internal Communications	Lisa Keohokalole Schauer, CPSM & Cadie Dye	Marketing
DEI in A/E/C: The Human Experience Business	Briana Carter, CPSM, James Kent, Tiffany Cartwright, CPSM, & Jeannine Alexander	Marketing/Business Development
Generations Unplugged: Authentic Conversations on Harnessing Age Diversity at Work	Amanda Haven	Marketing/Business Development