



Amplify A|E|C proposals should align with **one of the six categories** below and fit a format—Breakout, Roundtable, Workshop, MLIVE Panel, Mainstage, or MAX. We’re looking for ideas with clear outcomes, real examples or data, and takeaways people can use right away. Please include 2–3 learning objectives, your target audience level, and how you’ll engage participants (no sales pitches).

The bulleted sub-categories listed under each category are suggested topic ideas—they reflect what resonates with our audience and are meant to inspire, not limit, your proposal. We review for relevance, originality, practicality, and diverse perspectives, including client voices and underrepresented viewpoints.

Submission Categories (aligned with the [SMPS Domains of Practice](#))

Strategy and Leadership

- Strategic & Scenario Planning for Uncertainty — scenario planning, market foresight, global trends, and strategic planning.
- Collaborative Delivery Models (IPD, P3, Design-Build) — what to use when, and how to make them work.
- Change Management & Leading Through Disruption — practical frameworks to navigate and communicate change.
- Future of Work & Multigenerational Leadership — leading hybrid teams and cross-generational collaboration.
- Leadership Pipeline: Growth Path & Succession — firm-level succession planning.
- Career Growth: Mentorship & Advancement — finding, maximizing, and formalizing mentorship for upward mobility.
- Ethics in Strategic Decision-Making — principles and guardrails for high-stakes decisions.

Relationships and Influence

- Client Experience Strategy & Journey Mapping — define the client experience, map journeys, and design touchpoints (including digital and a DEI lens).
- Strategic Business Development & Key Accounts — move beyond transactions to build trust, grow/retain key accounts, and nurture relationships in a digital age.
- Negotiation & Difficult Conversations — price/scope/performance negotiations, conflict resolution, and senior-level stakeholder conversations.
- Influence & Leadership for Marketers/CMOs — the evolving CMO role; gaining influence with technical leaders and boards; influencing without the title to drive change.
- Advocacy & Public Engagement — policy, community partnerships, and trust-building that support firm growth.
- Chapter Strength & Member Engagement — strategies to build local impact and sustained member involvement.



Submission Categories (cont.)

Skills and Technical Mastery

- AI-Powered Marketing & Proposals — practical GenAI for writing, proposal automation, and workflow boosts in Adobe/Microsoft tools; what to automate vs. where humans add highest value.
- MarTech & Automation Stacks — selecting, integrating, and governing marketing tech; building scalable automations.
- Proposal Science & Persuasion — behavioral psychology, bias-awareness in framing, and decision dynamics that improve win rates.
- Pursuit Intelligence & Competitive Benchmarking — turning market/competitor data into go/no-go calls, strategy, and pricing insights.
- Data Literacy to Inform Data Storytelling & Visualization — accessing/cleaning internal data, deriving insight, and communicating it clearly.
- Industry & Technical Acumen + Marketing's Role in Delivery — Construction/Design 101 for marketers, building fluency that accelerates careers, and the evolving role of marketing within project delivery.

Technological Advancement and Evolution

- AI Strategy, Readiness & Governance — theory, ethics, risk, and policy for AI in A/E/C.
- Applied AI & Automation Workflows — practical tools and approaches (design, delivery, marketing) that drive efficiency and free time for higher-value work.
- Digital Delivery & Tech Fluency — providing marketers and BD teams with working knowledge of BIM, CDEs, and related platforms.
- Cybersecurity & Data Protection — safeguarding client and firm data in tech-enabled pursuits and delivery.
- Future-Ready Workforce — technology adoption and change management paired with upskilling/reskilling for tomorrow.
- Search & SEO in the Age of AI — how discovery is changing and what A/E/C firms must do next.

Storytelling and Messaging

- Executive Media & Spokesperson Training — interview prep, message-bridging, on-camera presence, and crisis response.
- Brand Narrative & Message Development — building brand-aligned messaging and communicate the truth behind your story.
- Multimedia Storytelling (Video, Podcasting, Visual) — plan, script, produce, and distribute content across channels, measure reach and impact.



Submission Categories (cont.)

Business Acumen and Entrepreneurship

- M&A, Joint Ventures & Private Equity - growth via acquisitions/JVs/alliances, diligence and integration, market disruption, and marketing's role in the process.
- Firm Economics & Financial Acumen - reading pro formas, understanding the financial makeup of your firm, budgeting, and core KPIs.
- Pricing Strategy & Value Communication - price vs. value, value-based fees, and pricing to win without eroding margins.
- Client Value Proposition & the Business of Consulting - how consulting firms create/communicate value and tie outcomes to fees.
- Governance, Legal & HR for Growth - decision rights, risk, compliance, incentives, and scalable practices.
- Procurement & Market Access - social procurement and positioning for public/community-driven opportunities.
- Small-Firm Growth Playbook - "small but mighty" strategies for resourcing, partnering, and scaling.

The Human Experience in Business (HXB)

- Talent Attraction, Retention & Employer Brand — hire and keep top talent; recognition systems that reinforce what you value.
- Culture, Inclusion & Engagement — cultural awareness, neurodiversity and inclusive design thinking, and everyday practices that build belonging.
- Leadership Pipeline, Succession & Team Development — individual career pathways.
- Well-Being, Burnout & Work–Life Boundaries — sustainable workloads, flexibility, and support for family/caregiver needs.
- Psychological Safety & High-Performing Teams — trust, candid feedback, healthy conflict, and collaboration habits.
- People Metrics that Matter — track and report outcomes (engagement, retention, development, DEI) that resonate with employees and clients.
- Para-social relationships - how to build trust and familiarity when you don't actually know each other.



Session Types

Mainstage/Keynotes (45-60 minutes)

We're seeking dynamic Keynote/MainStage speakers who can challenge and equip A/E/C leaders—firm executives, marketers, and business developers—to advance our vision of being the center for A/E/C business growth. Talks must be tailored to the realities of architecture, engineering, and construction, blending clear ideas with data, stories, and a few concrete frameworks or tools attendees can put to work immediately. Proposals should fit one of these focus areas: Business Evolution (market shifts, growth strategy, AI and innovation impact), Leadership Innovation (leading change, culture, decision-making at scale), Professional Advancement (skills, career pathways, talent development), or Diversity, Equity & Inclusion (inclusive practices tied to measurable business outcomes). We prioritize speakers with demonstrated results in A/E/C or adjacent professional services who can hold a large-room audience and deliver 3–5 actionable takeaways—no product pitches, just big ideas made practical.

MLIVE Panel (75 minutes)

A moderated discussion with up to four panelists who offer complementary perspectives (e.g., firm leadership, BD/marketing, technical, client/owner). Plan ~60 minutes of moderated dialogue guided by 5–7 pre-written questions tied to clear learning objectives, followed by ~15 minutes of audience Q&A. Proposals must include confirmed participants—moderator and up to four panelists—with name, title, organization, email, 2–3 sentence bio, and headshot (submissions without full details will not be considered). Expect a crisp run-of-show (brief context, 60–90-second opening positions from each panelist, facilitated exchange with real examples/data, and a close with 3–5 actionable takeaways). Ensure diversity of viewpoints; no sales pitches. Slides are optional and, if used, should be minimal.

Workshops (75 minutes)

An immersive, skills-based session built around a current challenge attendees are facing. The facilitator defines one specific skill or workflow, demonstrates it, and then guides participants through step-by-step practice using provided files, prompts, or templates so each person produces a tangible output (e.g., a working draft, checklist, model, or repeatable process). Workshops must be vendor-neutral and application-focused, ending with a brief debrief on how to apply the skill back at work and common pitfalls to avoid. Proposals should clearly state the problem being addressed, the skill attendees will master, required tools or materials (including any device/software prerequisites), and how success will be measured in-room. Plan for 75 minutes of guided instruction and hands-on work, with the remaining 15 minutes in the block reserved for setup, transitions, and brief Q&A.



Session Types (cont.)

MAX Market.Act.eXchange® Presentation (MainStage, up to 18 minutes)

A single-speaker, TED X-style story that moves the room from idea to action. The talk should center on one powerful idea relevant to A/E/C growth, told through a personal or client story, grounded with a clear insight or framework, and ending with 1–3 specific actions attendees can take immediately. Content must be vendor-neutral and crafted for a large general audience; no panels and no Q&A in this format. Slides are optional—if used, keep them image-forward and minimal. Length is 15–18 minutes (hard stop at 18).

Breakout Session (60 minutes: 45 learning / 15 Q&A)

A focused, vendor-neutral presentation that teaches one clearly defined concept, technique, emerging trend, or step-by-step process—and shows attendees exactly how to apply it. The 45-minute learning block is organized into 2–3 sections (idea → example/demo → how to implement), concluding in minutes 35–45 with a synthesis that summarizes steps, tools, and common pitfalls. Include at least one quick interaction aligned to the learning objectives (e.g., a live poll, show-of-hands check, 1-minute paired exercise, or a brief micro-demo), and reserve all audience Q&A for the final 15 minutes. Attendees leave with 3–5 concrete takeaways—such as a checklist, template, first-steps guide, or resource list—plus at least one real example or data point that grounds the idea.

Roundtables (60 minutes)

A practical, discussion-forward format that begins with a concise 15–20 minute mini-talk to frame the problem, highlight what works, and share one short example, then shifts into guided roundtable conversations (tables of 6–8) using 3–5 prompts for peer learning. The speaker circulates to coach tables while a room host supports facilitation and pacing, and—time permitting—the group reconvenes for a brief whole-room share-out to capture 2–3 takeaways for post-event notes. (Plan for ~45 minutes of mini-talk + roundtables within the 60-minute block.)