



Virginia Chapter

Marketing 101 - Lunch & Learn

Tools You Can Use:

Tips and Techniques for Marketing Your Firm

As a firm leader, you need to maximize your resources. How do you find customers for your business? Do you stand out from your competition? How do you allocate resources for marketing and business development?

Join us for this interactive presentation as Cheryl Browne and Valerie James of W.M. Jordan provide concepts, tips, and actionable resources for marketing your construction company.

Participants will develop:

- an understanding of business development strategies for networking
- generating leads
- pursuing opportunities
- and more

Cheryl and Valerie will provide resources and best practices for Marketing and Business Development, including how to effectively respond to a formal Request for Proposal.

About the Presenters



With 30 years experience in the construction industry, Cheryl Browne, CPSM, enjoys helping people and organizations grow and thrive. As Creative Brand Manager for W. M. Jordan Company, Cheryl helps maintain the brand image through marketing communications and programming. She holds a Bachelor of Arts in Communications from Waldorf University and is a Certified Professional Services Marketer through the Society for Marketing Professional Services (SMPS.) She is a member of SMPS and the American Marketing Association.



Valerie James, CPSM, is a marketing professional with 13 years' experience in marketing and business development for construction firms including W. M. Jordan Company and Gilbane. Valerie enjoys mentoring young professionals and helping people develop their talents and abilities. Previously, she taught theatre at Virginia Union University for 14 years. She holds an MFA from Virginia Commonwealth University and is a Certified Professional Services Marketer through the Society for Marketing Professional Services.

Date Wednesday, February 20, 2019 **Time** 11:30 A.M. - 1:30 P.M.

Location ABC-VA Hampton Roads Training Facility
5505 Robin Hood Road, Ste. D
Norfolk, VA 23513
*Student parking is located in the back of the building. Enter through door #21.

Cost \$65 members | \$95 non-members
*Lunch will be provided.

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