## **Construction Law** in North Carolina

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## Free Marketing Training for Architects & Engineers (Tue Tip)

September 13, 2011 by Melissa Brumback

Interested in A/E/C marketing Best Practices? Attend a free webinar **this Thursday**, sponsored by the Construction Marketing Association (CMA).



The webcast will be held Thursday, September 15, 2011, at 2pm ET. Free! (Registration required).

Deborah Hodges, Executive Director of the Construction Writers Association, former SMPS President, and BOVIS alum will share examples of how construction firms deploy marketing.

Wendy McBay, Marketing Director from Reed Construction Data will identify how AEC firms can best use lead services for marketing and business development.

AEC veteran and consultant Hope Wilson will present how to market construction services to the government.

CMA Chairman Neil Brown will share results of a national survey on AEC marketing.

If you attend the webinar, be sure to drop me a line and tell me what you learned, and if it was worthwhile. I strive to only promote quality events on this blog, but I need your feedback to do so. Thanks!

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