

GIVE ME THIRTY

30-Minute Monthly Webinar Series

August, 2020 – November 2020*
2:00PM – 2:30PM (CST)

Boost your mental stamina, endurance, and acumen each month as industry experts share insights, strategies, and tools to help you work out solutions to current marketing and BD challenges.

Oh, and there's no charge to attend – the series is provided complimentary by the Elevate Marketing Advisors team of A/E/C industry experts.

August 19

REGISTER

Research & Tax Credits: Why Designers Qualify

presented by Dawson L. Fercho

If you are a shareholder, principal, financial advisor, CPA, CFO, controller, owner, business/ops manager, or supplier to the A/E/C industry, this webinar highlights current rules and legislation governing the Federal Research and Development (R&D) tax credit and how it applies to your firm. Dawson presents ways to reduce overhead rates, increase cash flow and profit-to-earnings ratios, realize permanent tax savings, and develop an alternative source of cash to fund growth in technical-based jobs.

September 23

REGISTER

Add a Marketing Audit to Your Marketing Toolkit

presented by Carla Thompson, FSMPS, CPSM

Much like a project benefits from value engineering, your marketing department can benefit from a fresh perspective. A marketing audit highlights areas that are performing well and the activities, actions, and performances that need work. Some companies only conduct audits when things go wrong, but conducting periodic marketing audits enables your team to discover problems early and develop solutions; an audit can uncover strategies you may not have considered or even knew you needed. Join us to learn more about this underutilized tool in the marketer's toolkit.

October 21

REGISTER

Nimble Marketing Plans

presented by Sarah Kinard

In a world of disruption, it is critical to have a nimble marketing plan with clear objectives, timeline, and budget. Clarifying where you want to go in 2021 as a firm, what is meaningful to your audience, and what will win work is number one.

November 18

REGISTER

Brand Promise

presented by Brandy Little, CPSM, CPCC

What is a brand promise and how do the best companies deliver on it? Brandy explores the world of brand promise and highlights key steps in the process to create iconic and memorable brands.



ABOUT ELEVATE MARKETING ADVISORS

Elevate Marketing Advisors develops marketing and business development campaigns to invigorate your brand, differentiate your firm, and drive business to your bottom line so you stay focused on design and delivery of your discipline.

We are driven to help people and firms realize their beyond through relationship, advocacy, and an elevated client experience. We do this through a daily commitment to our guiding principles:

- Embrace Authenticity
- Reject Mediocrity
- Invest in Relationships
- Deliver with Intention
- Have Fun and Kick Ass!

Can't make the live webinar?

All webinars are recorded and will be offered on-demand. If you miss a live webinar, register for the program after the date/time and a link will be sent for you to view the recording.

* Give Me Thirty webinar series resumes in January 2021