



Chicago Midwest Section of AACE International

Using Social Media to Gain Credibility

Thursday, December 8, 2011

SPEAKER: Betsy Altman – Elizabeth Altman Associates

SUMMARY: Betsy Altman, noted professional service marketing consultant specializing in the architectural industry for 30 years, will talk about the essential impact of social media marketing on gaining new business. Long gone are the days of slick brochures and newsletters. Today, you need to actively communicate in order to build better relationships with your clients and potential clients. (EAAIdeas.com)

Location

URS Corporation
100 S. Wacker, Suite 500
Chicago, IL 60606

The URS offices are on the 5th Floor; we will be using Conference room 1.

Schedule

Networking	11:45 am
Lunch & Presentation	12:00 pm

Parking

There is a garage in the Deloitte building (Monroe & Wacker) and a surface lot at the corner of Van Buren & Wacker. Parking is not included in the cost of this event. There is no validation for parking.

Cost

\$30 – members and non-members

Reservations

Please RSVP by Monday, December 5, noon

Fax or email registration form to:

Rich Blackwell

Phone: 630.269.9411 Fax: 708.658.1533

rich@richblackwell.com

Online registration is available at www.richblackwell.com/AACE

Information about the section is also on the web at <http://chicago.aacei.org/>. 1.0 CEU for continuing education credit is awarded for each attendee. All AACEI members and non-members are welcome.



Speaker Background

Betsy Altman, President of Elizabeth Altman Associates, is a senior level professional specializing in Business Development, Strategies, Implementation and Communication. With 25 years of experience, Betsy guides clients to create business development programs that align their message with goals for new business using modern media techniques and features. We work together to expand existing markets, build capacity and identify complementary new markets through multiple channels of communication, including written, spoken, web, trade show, and corporate meeting and online networking messages. Clients benefit from coaching for their presentations and strategic assistance to produce proposal submissions for government contracts and private development.



REGISTRATION

December 8, 2011
AACEI – Chicago Midwest Section
Using Social Media to Gain Credibility



Name: _____

Affiliation:

Company: _____

AACE

Address: _____

Other: _____

E-mail: _____

Phone: _____

Cost: \$30 for both members and non-members.

Fax or email registration to: *(registration due by 12/5/11)*

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Questions: Call Scott Hollingsworth at 312.521.7446
(shollingsworth@KenrichGroup.com)