

# CLIENTS TALK BACK

S M P S R E S E A R C H T R I A N G L E C H A P T E R

## A/E/C SELECTION INSIGHTS

Have you ever wondered why some proposals make the shortlist and others make the circular file? Is it best to be first or last for a shortlist presentation? Do clients want you to talk about you or their project? Wouldn't it be great to read your clients' minds and give them exactly what they ask for in your next proposal and presentation? Now you can find the answers to these questions and more at the SMPS Program - "**Clients Talk Back**".

Join moderator Pat Perkins, Marketing Coordinator with O'Brien/Atkins Associates as she talks with both public and private clients who will share their insights on the A/E/C selection process. Don't miss this unique opportunity for a face-to-face interactive debrief session!

Confirmed Panelists include:

Carole Acquesta, PE, RA  
Facilities Architect  
University of North Carolina at Chapel Hill

Michael Harwood, AIA  
University Architect  
North Carolina State University

**WHEN**  
Tuesday, October 11, 2005

**WHERE**  
Cardinal Club  
150 Fayetteville Street Mall  
Raleigh, NC

**TIME**  
11:30am -12:00pm  
Registration/Networking

12:00pm-1:30pm  
Lunch/Program

**REGISTRATION DEADLINE**  
Friday, October 7, 2005

**PROGRAM SPONSOR**  
O'Brien/Atkins Associates  
[www.obrienatkins.com](http://www.obrienatkins.com)

# O'BrienAtkins

*This program provides 1 AIA learning unit or PDH.*

**Name/Title:** \_\_\_\_\_  
**Firm:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Phone Number:** \_\_\_\_\_  
**Fax Number:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Guest Name:** \_\_\_\_\_  
**SMPS Member \$35.00 each:** \_\_\_\_\_  
**Non-SMPS Member \$55.00 each:** \_\_\_\_\_  
**Student \$20.00 each:** \_\_\_\_\_

**Please send checks made payable to SMPS to:**  
Lisa Wilson  
The Wooten Company  
120 North Boylan Avenue  
Raleigh, NC 27603

**Fax registration forms to:**  
Lisa Wilson 919.834.3589

**Credit Card Payments are accepted at [www.acteva.com](http://www.acteva.com)**  
Keyword Search:  
SMPS October Program

No Shows will be billed. **PLEASE NOTE** we can not accept cancellations after 10/7/05.

SMPS

Society for Marketing  
Professional Services  
Research Triangle