Registration Form: Registration Deadline October 1, 2024

Name	Position
Discipline (i.e. engineering, environmental, structural, electrical, mechanical, civil, survey, marketing)	
Firm	Years with Firm
Work Address	
Email	
Mobile Direct Supervisor Nan	ne
Supervisor Email	
Payment Options □ Visa □ MC □ Amex or □ Ch	ecks payable to: ACEC/MA
Card#	Exp Date
Name on Card	CVV:
Card Billing Address	
Email for Receipt	
Signature	

Participation limited to 30. Registration is first-come first-served, initial limit of 2 per a firm until 20 attendees are reached. There will be a waitlist.

Fax or email completed forms to 617/227-6783

or <u>acecma@engineers.org</u> Mail checks payable to ACEC/MA to: ACEC/MA One Walnut St, Boston, MA 02108

Cost: \$600/person from ACEC/MA Member Firm; \$850/person/Non-member firm.











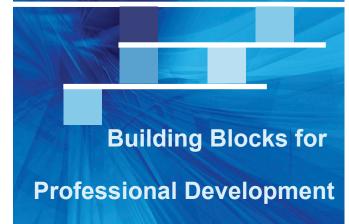
Genesis Program

ACEC/MA Genesis Leadership Education Program Fall 2024

Building your successful career in the design professions

ACEC/MA

Genesis
Leadership Education Program
Fall 2024



Building a professional career requires you to develop expertise in more than technical skills. In Genesis, learn about a range of appropriate protocols, values, ethics, reputation and relationship-building strategies to help you advance your career.

ACEC/MA's Genesis Program provides a foundation for moving forward.

Three carefully designed instructional sessions address key topics identified by firm leaders as vital for the professional with 3-5 years experience. These engaging sessions will give you new techniques and insights through discussion and instructional exercises.



CONNECT. LEARN. GROW.

Important sessions feature ways to refine skills necessary for building your career. Designed for professionals with 3 to 5 years experience.

Session 1: October 8, 2024 How Your Firm Gets Business

Instructors:

Lori Chicoyne, Affinity Business Development, Founder & Strategic BD Advisor

Becky Bozadjian, VP, Strategic Growth Team, WSP

What roles do marketing and business development play in running a successful firm? A big picture overview of marketing & BD for technical professionals where vou'll learn how you can contribute to winning work. Topics include: marketing & BD lifecycle, networking and building relationships, and how to deliver a winning pursuit. You'll be an active participant, learning the importance of go/no-go decisions, how to network and develop vour elevator pitch, best social media practices, & what goes into creating winning proposals.

Session 2: October 15, 2024 How a Firm Makes a Profit—the Business Side of Engineering

Instructor:

Kevin Dandrade. PE, PTOE

Principal, TEC, Inc. The Engineering Corp.

Focus on how and why an engineering firm makes a profit. Kevin covers project and firm economics, overhead, how billing rates are established, utilization importance, the difference between project and firm profits. plus how & why managers benchmark economic indicators against other firms. Kev concept: to keep an engineering firm afloat, vou need to know more than just engineering.

Session 3: October 29, 2024 Personal Communication Effectiveness

Instructor:

Paul Weisman, PE President Smart Conversations®

Skill-building in key communication areas that will improve your ability to work successfully with colleagues, supervisors and in teams. Topics include: Personal Mastery, Professional Conversation, and Interpersonal Collaboration. The goal is to build confidence in your ability to exchange information while enhancing rapport and working-relationships.

ACEC AMERICAN COUNCIL OF ENGINEERING COMPANIE OF MASSACHUSETTS



3 Sessions In Person: October 8, October 15, & October 29 3:00—6:00 PM

Blue Sky Center, 45 Blue Sky Dr. 3rd Flr, Burlington, MA. Thank you to Stantec for this location.

Cost:

- \$600/person from ACEC/MA Member Firms
- \$850/person from Non-Member Firms

Refund Policy:

Refunds for Cancellations made by 10/1/2024. No refunds after 10/1/2024. If you need to change name of attendee, call us: 617–227-551.

Questions?
617/227-5551 or acecma@engineers.org

Design Courtesy of GZA GeoEnvironmental, Inc. Supported by The Engineering Center Education Trust Staff