

Registration Form

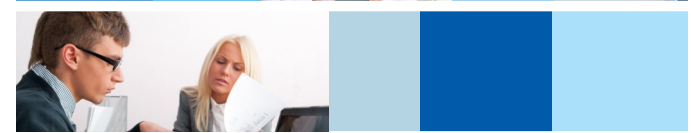
Register online: <http://bit.ly/Genesis2018>

Registration Deadline February 6, 2018

Participant Name _____	Position _____
Firm _____	Years with Firm _____
Work Address _____	
City _____	State _____ Zip _____
Cell _____	Home T _____
Direct Supervisor Name: _____	Supervisor Email: _____
MC/Visa/Amex (circle one) # _____	Exp Date _____
Name on Card _____	Card Billing Address _____
City _____	State _____ Zip _____
	Email for Receipt _____

Note: Participation is limited to 30. Registration is first-come first-served, but there is a wait-list.
 Fax or email completed forms to 617/227-6783 or acecma@engineers.org. Make checks payable to ACEC/MA.
 Cost: \$500/person from ACEC/MA Member Firm; \$750/person/non-member firm.

ACEC/MA
 The Engineering Center
 One Walnut Street
 Boston, MA 02108-3616



Genesis Program

ACEC/MA Education
 Program Starts February 13, 2018
*For building your successful career
 in the design professions*

ACEC/MA Educational Program

Building Blocks for Professional Development

Building a professional career requires you to develop expertise in more than technical skills. In Genesis, you'll 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 seminars feature ways to refine skills necessary for building your career. Designed for professionals with 3 to 5 years experience.

Session 1: Feb. 13, 2018 How a Firm Makes a Profit—the Business Side of Engineering

Instructor:

Bruce E. Beverly, PE
Managing Director,
Beverly Management
Consulting, LLC

This session focuses on how and why an engineering firm makes a profit. Mr. Beverly covers project and firm economics, overhead, how billing rates are established, utilization importance, the difference between project and firm profits, and how and why managers benchmark economic indicators against other firms. Key concept: to keep an engineering firm afloat, you need to know more than just engineering.

Session 2: Feb. 20, 2018 How Firms Get Business

Instructor:

Genevieve Cahill, Vice President, Marketing, BSC Group

In this session, Ms. Cahill will introduce the role that marketing plays in running a successful firm. Topics will include what a go/no-go decision is and how it is made, how marketing is achieved at every level in a firm, the proposal process, and the role of marketing as part of project delivery.

Session 3: Feb. 27, 2018 Personal Communication Effectiveness

Instructor:

Paul D. Weisman, PE
President, SMART
Conversations

Join us for 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.



Class Details:

Three 3-hour sessions
Time: 3:00-6:00 PM
Feb. 13, 20 & 27, 2018
All sessions held at:
CDM Smith
75 State St, Suite 701
Boston, MA 02109
Snow date: 3/6/18

Cost:

- \$500/person from ACEC/MA Member Firms
- \$750/person from Non-Member Firms

Refund Policy:

Cancellations made by 2/6/18 will receive a refund. No refunds after 2/6/18. If you need to change the name of attendee, please contact us at 617/227-5551.

Questions?

617/227-5551 or acecma@engineers.org

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