

Building **Your Case** for Attending

A  **PLIFY** A|E|C™

July 24-26, 2024
Salt Lake City, UT



Justification Toolkit

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What is AMPLIFY A|E|C™

The Industry's Premier Marketing, Business Development and Leadership Experience

For 45 years SMPS has held an annual conference dedicated to marketers, business developers, and firm leaders within the A/E/C industries. These roles have all shifted and expanded well beyond advertising and communications, and have become more challenging, thanks to expectations for supporting the complexity businesses require.

Amplify A|E|C is an experience designed to meet the needs of today's attendees. The conference planning committee is dedicated to curating a wide variety of diverse speakers along with content and inclusive opportunities to learn and network. The program will include:

- Learning formats that include workshops, keynote presentations, and collaborative and interactive learning.
- Exclusive access to thought leaders
- Social and peer events designed to foster intentional networking and business building.

HOW WILL YOUR FIRM BENEFIT FROM YOUR ATTENDANCE?

You set the standard—whether through a brand experience, client relationship, or social media strategy. Amplify A|E|C offers opportunities that can't be found elsewhere to help you become even more successful in your profession and in today's changing industries. Receive powerful content to inspire forward-thinking strategies. Network to elevate your business and customer engagement. And participate in professional development to fuel your passion for learning.

WHAT SKILLS AND KNOWLEDGE WILL YOU GAIN?

- Learn the latest strategies in **business development, marketing, and leadership**
- Gain a better understanding of how to better market your products and services if you're a technical professional
- Discover new opportunities to grow your business by making contacts and meeting relevant clients
- Expand your network of experienced and knowledgeable business practitioners

WHAT ARE THE NETWORKING BENEFITS?

Attending Amplify A|E|C will enable you to meet and interact with A/E/C industry professionals and experts from the U.S and Canada. You'll acquire valuable information and insights, gain an understanding of what other firms are talking about and planning, and how they're accomplishing certain goals or tackling specific challenges that are similar to your own.

5 Tips for Building Your Case for Attending **AMPLIFY** A|E|C™

- 1 TAKE ADVANTAGE OF EARLY REGISTRATION.** Register early for the lowest registration, hotel, and airfare rates. You can save the most by signing up by **December 31, 2023**.
- 2 SHARE AND PRESENT.** Explain what you plan to get out of attending and how that will benefit your work, clients, and firm. Explore the conference session schedule and make a list of the sessions that will help you the most. Offer to bring back and share with your colleagues what you learned. They will get the benefits of your attendance, too.
- 3 TALK UP THE TAKEAWAYS.** From networking opportunities to practical takeaways from each session, attending a live conference provides information you can put into action when you get home. In addition, you can bring back ideas or solutions from new or improved products and/or services presented in the exhibit hall.
- 4 BUILD A NETWORKING LIST.** Amplify A|E|C is an unmatched source for networking, bringing together professionals in A/E/C from across the country and around the world. Make note of speakers, exhibitors, or industry representatives you would like to meet or learn from.
- 5 HAVE A PLAN.** Be ready with a plan that shows who will cover for you while you're attending the conference.

STILL HAVE QUESTIONS OR NEED MORE TIPS ON MAKING YOUR CASE TO ATTEND AMPLIFY A|E|C? REACH OUT TO knowledge@smeps.org

Justification Letter

Hi [Insert Name],

I am interested in attending the 2024 Amplify A|E|C™ Conference, held July 24-26, 2024, in Salt Lake City, UT. I have outlined below the direct business benefits to the firm as well as how attending would positively impact my professional growth. If you have any questions, please let me know, and I will be able to provide additional information.

Amplify A|E|C is the most important gathering of marketing and business development professionals in the A/E/C industry and an opportunity for me to learn from thought leaders in this space. The event attracts hundreds of marketers — from CMOs to specialists — from architecture, engineering and construction firms of all sizes.

After the conference, I will provide you and the team with a full conference summary outlining the lessons I learned, and my recommendations for how we can implement them. No other conference provides the same high-caliber, actionable education that A/E/C marketers need to succeed.

The specific benefits to our firm resulting from my attendance at this year's Amplify A|E|C conference are substantial, making this an appropriate use of our professional development budget and my time. Discounted rates are also available and a great opportunity for more of our colleagues to participate in this timely content at a fraction of the cost.

I appreciate your consideration of my request. If you would like to discuss this further, please let me know.

Sincerely,
[Insert Your Name]