



Business Development & Marketing Forum (BDM)

Location: Hyatt Regency St. Louis at The Arch, 315 Chestnut St., St. Louis, MO 63102

- Daily Schedule of Events -

DAY ONE - Sunday, September 7, 2025

5:30 pm - 6:30 pm **Opening Reception**
Cocktails & hors d'oeuvres

DAY TWO - Monday, September 8, 2025

7:30 am - 8:30 am **Breakfast & Networking**

8:30 am - 9:00 am **Introductions & Live Attendee Polling**

9:00 am - 10:30 am **Unlocking AI Potential: Strategies for Growth and Innovation**
Frank Lazaro, Advisory Practice Lead & Senior Advisor, KP Reddy

- Evaluate AI Tools Beyond ChatGPT
- Market Research, Client Profiles and Meeting Prep
- Develop a Simple AI Adoption Strategy
- Practical Use Cases for AEC firms

10:30 am - 10:45 am **Coffee Break & Networking**

10:45 am - 12:00 pm **Scaling AI Success: Insights from Engineering Firms of All Sizes**
Matthew Gillis, PE, Vice President, Welch-Comer, 35-member firm
Troy Meyer, Director, Marketing + Communications, Harris & Associates, 290-member firm
Kelli Kramer, Marketing Director at Olsson, 2,000-member firm



AMERICAN COUNCIL OF ENGINEERING COMPANIES

Moderator: *Laurie Lumish, Director of Marketing and Business Development, Principal, Degenkolb Engineers*

- Explore Diverse AI Strategies Across Firm Sizes
- Understand Practical Applications of AI in Business Development and Marketing
- Discover Scalable Solutions and Best Practices for AI Adoption

12:00 pm - 1:00 pm

Buffet Lunch & Networking

1:00 pm - 2:00 pm

Open Discussion, Roundtables - Topic 1 from Polling Table Moderators:

Cecilia Arango, Principal/Marketing Manager, Thomas & Hutton

Kim Baker, Director of Business Development, P2S Inc.

Jennifer Danforth, Director of Proposals, Woolpert

2:00 pm - 3:00 pm

Disruptive Marketing That Works – Fireside Chat

Gabe Lett, Chief Marketing Officer, Prairie Engineers

Moderator: *Maxinne Leighton, Senior Vice President*

Marketing/Communications/Business Development, JBB

- Use three pillars of disruptive marketing across various platforms.
- Stay professional and credible while avoiding copycat marketing.
- Tools and technologies to create engaging, disruptive marketing strategies.

3:00 – 3:15 pm

Coffee Break & Networking

3:15 – 4:00 pm

Open Discussion, Roundtables - Topic 2 from Polling Table Moderators:

Cecilia Arango, Principal/Marketing Manager, Thomas & Hutton

Kim Baker, Director of Business Development, P2S Inc.

Jennifer Danforth, Director of Proposals, Woolpert

4:00 – 4:30 pm

Close Out Day 1 Summary



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DAY THREE - Tuesday, September 9, 2025

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| 7:30 am - 8:30 am | Breakfast & Networking |
| 8:00 am - 8:30 am | Trendsetter Sponsor Presentation by Workorb AI
<i>Nick Koudas, PhD, CEO, Co-Founder of Workorb AI</i> <ul style="list-style-type: none">○ Unlocking the Power of AI in the AEC Industry: Transforming Data into Strategic Advantage |
| 8:30 am - 10:00 am | ACEC National Offices Update
<i>Katharine Mottley, Senior Vice President, Tax and Workforce Policy, ACEC National</i>
<i>Matt Reiffer, Vice President Infrastructure Programs, ACEC National</i>
<i>Diana O'Lare, Director, Market Intelligence, ACEC National</i> <ul style="list-style-type: none">○ Government Affairs Update (Tax, Workforce and Infrastructure Programs)○ Market Intelligence Update |
| 10:00 am - 10:15 am | Coffee Break & Networking |
| 10:15 am - 11:15 am | Open Discussion, Roundtables - Topic 3 from Polling Table Moderators:
<i>Cecilia Arango, Principal/Marketing Manager, Thomas & Hutton</i>
<i>Kim Baker, Director of Business Development, P2S Inc.</i>
<i>Jennifer Danforth, Director of Proposals, Woolpert</i> |
| 11:15 am - 12:00 pm | (Prepare for departures) |
| 12:00 pm - 1:30 pm | Buffet Luncheon
<i>Jay Bowman, Partner, FMI</i> <ul style="list-style-type: none">○ Discover sector-specific insights for engineering and construction spending and leverage our forecasts for 2025 and beyond to help you make decisions about your business. |

Adjourn