

SMPS PRC 2025 SCHEDULE

Wednesday, January 29 th		SMPS PRC 2025 Palm Springs: Desert Oasis – A Wellspring of Inspiration		
10:00am to 2:30pm	Workshop (Extra cost w/ lunch)	Creative Problem-Solving Techniques for AEC Marketers – Julie Shaffer	Leading Interview Prep with Confidence – Keelin Cox	
3:00pm to 3:45pm	Opening & Announcements & Palm Springs History			Jim Cook – “Hollywood at Home in Palm Springs”
3:45pm to 5:00pm	Keynote Speaker			Coach Shannon Miller – “All in to Win! – Do you want to just play the game, or do you want to win?”
5:00pm to 6:00pm	Welcome Reception (Apps + Drink)			
6:30pm to 9:30pm	Joint Wednesday Night Social Event Pool Party Onsite - Hosted by SMPS PRC and SMPS IE			
Thursday, January 30 th		Track 1: Leadership and Management – Coral Reef Room	Track 2: Marketing Best Practices – Paradise Room	Track 3: Business Development – Compass Rose Main Ballroom / Fins
7:00am to 8:00 am	Breakfast			
8:15am to 9:30 am	Breakout Sessions – 1.25 hours	Finding a Capture Plan Oasis in the RFP Desert! – Donna Corlew	Become a Brand Librarian – Roxanne Marquez	How to Lead Impactful Business Development Meetings – Amanda Roussel
9:30am to 10:00am	Break (Coffee/Snack)			
10:00am to 11:15am	Breakout Sessions	Constructing Connections: Building Better Bonds in Your Workplace – Brandy Little and Christi Pizarek	‘Make it Pop!’ - Proposal Design for the non-designer - Jane Jessen & Ivy Renfro	Reignite Your Team's Hybrid Synergy: Best Practices for Interactive Meetings, Client Presentations, and Interviews- Dean Hyers & Troy Parkinson – Left & Right Fins
11:15am to 11:45am	Break (no services)			
11:45am to 1:45pm	Seated Lunch & Keynote Speaker			Damion Morris - The Influence of Authenticity: Winning by Being Real

1:45pm to 2:00 pm	Break (no services)			
2:00 pm to 3:15pm	Breakout Sessions	From “Me” to “We”: Unlocking the Power of Abundance-based Leadership – Cynthia Remine	Inspirational Storytelling: Why Relevancy is a Feeling – Erin Spaulding & Amy Pugh	The Inspiring Magic of Data Visualization – Courtney Kearney
3:15pm to 3:45pm	Break (coffee/snack)			
3:45pm to 5:00pm	Fellows Forum			Fellows Forum – Josh Miles, Facilitator
6:00pm to 9:30pm	Thursday Night Village Fest	Buses to Downtown Palm Springs – Front of Hotel		
9:00pm to 11:00pm	Thursday Night Cap - Hosted by OpenAsset	License to Chill Bar – Hotel Lobby		
Friday, January 31st		Track 1: Leadership and Management – Coral Reef Room	Track 2: Marketing Best Practices – Paradise Room	Track 3: Business Development – Compass Rose Ballroom
7am to 8am	Breakfast			
8:30am to 9:45am	Breakout Sessions	Beyond the Expected: How to Spark Creativity and Drive Marketing Innovation - Tim Asimos	How to Self-Audit Your Brand – David Lecours	Inspiring Business Development Success: The Impact of Exceptional Client Engagement – Patrick Cotter
9:45am to 10:15am	Break (Coffee/Snack)			
10:15am to 11:30am	Breakout Sessions	How To Lead Growth Strategy for Your Firm – Sarah Kinard	Practical AI Use Cases for AEC Marketers – Frank Lazaro	Wildcard Personalities: How Overdone Strengths Can Derail a Pursuit Team – Wendy Simmons and Melissa Richey
11:30 to 12:00pm	Break (no service)			
12:00pm to 2:30pm	Lunch/Closing Session			Pete Smith – “Dare to Matter”