Agenda

• Creating an AWP Centric Organization
• AWP Conferences as Part of your Implementation Strategy
Creating an AWP-Centric Organization

Lloyd Rankin, President, Group ASI
Creating an AWP-Centric Organization

AWP Conferences as Part of your Implementation Strategy
Creating AWP Centric Organizations

- Playbook
- Resourcing
- Metrics
- Culture
Pulling Together
Creating AWP Centric Organizations
Following the Principles, Adapting the Practices
Building Community

- Owners
- Builders
- Vendors

How the project leader understood it
How the analyst designed it

What marketing advertised
What the customer really needed
Keys to Success

- State the Plan
- Follow the Plan
- Test the Plan
- Adapt the Plan
- Align the Parties
Trust with Confirmation
Going Global

- North America
- Europe
- Asia
- Middle East
Vision of the Advisory Board

To promote AWP as a global best practice:
By providing a thought leadership environment that creates opportunities for networking and idea exchange
Major Conferences
Regional Conferences
Specialty Conferences
Attendee question period