

2018 SMPS PRC Schedule At a Glance

WEDNESDAY - Feb. 07, 2018	10:30 AM	REGISTRATION OPEN 10:30AM - 3:30PM	CHAPTER LEADERS FORUM 1:00PM - 3PM MERITAGE BALLROOM AREA BREAK 3PM - 3:15PM (Meritage pre-function)						
	11:00 AM								
	11:30 AM								
	12:00 PM								
	12:30 PM								
	1:00 PM								
	1:30 PM								
	2:00 PM								
	2:30 PM								
	3:00 PM								
	3:30 PM								
	4:00 PM								
	4:30 PM								
	5:00 PM								
THURSDAY - Feb. 08, 2018	7:30 AM	Registration Desk Open	BREAKFAST (Vineyard Terrace and Meritage Ballroom)						
	8:00 AM								
	8:30 AM	GENERAL SESSION: INTRO AND KEYNOTE SPEAKER 8:45AM - 10AM MERITAGE BALLROOM							
	9:00 AM	Registration Desk Open	BREAK 10AM - 10:30AM (coffee and snacks Carneros)						
	9:30 AM								
	10:00 AM	<i>WORKSHOP - Prepare Your Vineyard: Roadmap to Win with Interactive Mock Client Meetings</i>	<i>WORKSHOP - Don't let What You Learn Die on the Vine: Develop a Plan to Bring Back the Best of PRC</i>	<i>PANEL - Uncork Your Leadership Potential: Lessons from Top Female Marketers</i>					
	11:00 AM	Registration Desk Open	BREAK (head to lunch in Meritage)						
	11:30 AM								
	12:00 PM	LUNCH 11:30AM - 1:00PM (Vineyard Terrace and Meritage Ballroom)							
	12:30 PM	Registration Desk Open	<i>WORKSHOP - Swirl your Creativity: Enhance Your Facilitation Skills with Lego Serious Play Method</i>	<i>LECTURE - Roses in the Vineyard: Indicators of Proposal/Presentation Health</i>	<i>PANEL - Bold Flavors: Diversity and Inclusion in A/E/C Marketing</i>				
	1:00 PM								
	1:30 PM	Registration Desk Open	BREAK (coffee and snacks Carneros)						
	2:00 PM								
	2:30 PM	<i>WORKSHOP - Negotiation Flights: For You, Your Team, and Your Company</i>	<i>LECTURE - Harvesting Knowledge: Best Practices for Data Collection and Maintenance</i>	<i>PANEL - Sowing Your Marketing Seeds: Garner the Recognition You Deserve</i>					
	3:00 PM	Registration Desk Open	BREAK (head to Meritage)						
	3:30 PM								
	4:00 PM	FELLOWS STUDIO 3:45pm (networking to meet the Fellows) session 4:00pm - 5:00pm MERITAGE BALLROOM							
	4:30 PM	THURSDAY NIGHT SOCIAL 7:30pm to 11pm CRUSH LOUNGE AT THE MERITAGE							
	5:00 PM								
	5:30 PM								
	6:00 PM								
	6:30 PM								
	7:00 PM								
	7:30 PM								
8:00 PM									
8:30 PM	THURSDAY NIGHT SOCIAL 7:30pm to 11pm CRUSH LOUNGE AT THE MERITAGE								
9:00 PM									
9:30 PM									
10:00 PM									
10:30 PM									
8:00 AM									
FRIDAY - Feb. 09, 2018					8:00 AM	Registration Desk Open	BREAKFAST (Vineyard Terrace/ballroom Meritage)		
					8:30 AM				
	9:00 AM	<i>WORKSHOP - Great Pairing: Serving the Right "Bottle" with Client Empathy Mapping</i>	<i>LECTURE - From Good to Grape: Innovative A/E/C Websites</i>	<i>LECTURE - Produce Marketing Transparency: Educate and Engage Your Technical Team</i>					
	9:30 AM	Registration Desk Open	BREAK (Carneros)						
	10:00 AM								
	10:30 AM	<i>LECTURE - Fortify Your Reputation: Where Corporate Responsibility Meets Brand Marketing</i>	<i>LECTURE - Clarity and Color: Seven Graphic Design Principles</i>	<i>WORKSHOP - Crush Your Fear: Sharpen Your Public Speaking Skills</i>					
	11:00 AM	Registration Desk Open	BREAK (head to Meritage)						
	11:30 AM								
	12:00 PM	LUNCH 12:15pm-1:15pm (Vineyard Terrace/ballroom Meritage)							
	12:15 PM	Registration Desk Open	MAXF - 1:30pm to 2:45pm MERITAGE BALLROOM						
	12:30 PM								
	1:00 PM								
	1:30 PM								
	2:00 PM								
2:30 PM									
2:45 PM									
3:00:00 PM									
3:30 PM	THANK YOU and SPECIAL ANNOUNCEMENT BY SMPS PRC 2019 - Conference closing notes 2:45pm - 3:00pm								
4:00 PM	CONFERENCE COMPLETE - Special SFBC Hosted Event will be from 5:00-7:30pm								
4:30 PM									
5:00 PM									

Subject to change.1/4/18

Sessions:

Track 1: Carneros Salon FG	Track 2: Carneros Salon K	Track 3: Carneros Salon A
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Networking Events	Special Sessions	MAX/Fellows Sessions
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Registration	Lunch and Breaks provided by Conference	Lunch and Dinner on your own
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