

Conference Agenda

Thursday, December 6, 2012

9:00 am to 9:15 am Opening of conference, theme of conference introductions

9:15 am to 10:00 am **Where do you want to be in 2013?**

- How to Position Your Construction Business for Success
- Developing Your Niche
- Are You the Leading Expert?

10:00 am to 10:15 am Break

10:15 am to 12 noon **Understanding Your Expenses**

- Dealing with Reality
- Slashing and Cutting

12 noon until 1:30 pm Lunch

1:30 pm to 3:00 pm **Projecting Sales**

3:00 pm to 3:15 pm Break

3:15 to 5:00 pm **Putting It All Together**

- My 2013 Budget
- My 2013 Cash Flow
- My 2013 MUR

Friday, December 7, 2012

9:00 am to 10:00 am **Why Your Marketing Sucks!**

- Institutional marketing
- How to get your focus
- Marketing without spending an arm and a leg!

10:00 am to 10:15 am Break

10:15 am to 12:00 pm **Attracting the Right Customers**

- My message
- My eye grabbing headline
- My irresistible offer

12:00 pm to 1:30 pm Lunch

1:30 pm to 3:00 pm **DRIP!** How to develop my multi-contact marketing weapon

3:00 pm to 3:15 pm Break

3:15 pm to 5:00 pm Presentation: **Your 2013 Business and Marketing Plan – My Focus on Thriving In 2013!**