



# Alliance for Construction Excellence Preparing the Interview Team for Success

June 16 & 17, 2010  
8:00 a.m. – 4:30 p.m.  
University Club, ASU Tempe Campus

Advance Collaborate Enrich

ASU Del E. Webb  
School of Construction

## SESSIONS & TOPICS

- Presentation Skills
- Common Pitfalls of Marketing
- What the Owner wants to hear?
- Maximizing your Marketing Efforts during Preconstruction
- Role of the Estimator
- Role of the Project Manager
- Role of the Superintendent
- Client Maintenance
- Mock Interviews – present to public owners for selection

## WHY ATTEND?

- Learn from Public Sector Feedback
- Develop successful interviewing skills
- Learn winning presentation skills
- Broaden marketing process knowledge
- Learn from networking and your peers

## TO REGISTER

Phone: + 1 (480) 965-4246  
Email: [ace.asu@asu.edu](mailto:ace.asu@asu.edu)  
Web: [construction.asu.edu/ace](http://construction.asu.edu/ace)

## PROGRAM INFORMATION

**When:** Wednesday & Thursday – June 16 – 17, 2010  
**Times:** 8:00 a.m. – 4:30 p.m. daily – Check in at 7:30 a.m. June 16th  
**Where:** University Club, ASU Tempe Campus, Tempe, AZ

## PROGRAM DESCRIPTION

**Training Overview:** These two days of intensive training will present highly effective marketing/presentation strategy techniques that will give general contractors, architects, project managers, superintendents, estimators and subcontractor consultants a thorough understanding of what works and what does not work when interviewing for public sector projects. The training will broaden the interview team's knowledge of the entire marketing process to effectively attract new public-sector client relationships and interview more effectively.

Participants will be provided with direct public sector feedback from interviews and the best/worst practices. Participants will learn to develop marketing techniques, be coached on interviewing skills and critique individual presentation practices to improve the win rate in the public sector. **Participants will be able to ask owners "what they are really looking for in the interview with the project team".**

**Target Audience:** This training is ideal for the mid-level and executive level architects, project managers, estimators and superintendents directly involved in obtaining and maintaining public sector clients through client-attraction and planning techniques, proposal development and interviews. "The course enhanced my knowledge and I was able to showcase the actual experience to a marketing/BD gal!"

## REGISTRATION FEE

\$589/person – ACE Members | \$659/person – Non-members

*For more information on group discounts, please contact Jacki Houchens at 480-965-9359.*

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## Complete and return the form to:

ACE, Arizona State University  
PO Box 870204  
Tempe, AZ 85287-0204  
Phone +1 (480) 965-4246 | Fax +1 (480) 965-8172 | Email: [ace.asu@asu.edu](mailto:ace.asu@asu.edu)  
Or Register online at [construction.asu.edu/ace](http://construction.asu.edu/ace)

Organization/Firm Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Country: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

## REGISTRANTS

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Job Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Job Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Job Title: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**REGISTRATION FEE** (*Registration fees collected are used for payment toward venue, speaker fees, catering and material expenses. Any excess funds will be used for ACE operating expenses in its quest to support the construction industry*)

\$589/person – ACE Members

\$659/person – Non-members

## PAYMENT OPTIONS

**Check:** Make payable to ASU | **Invoice or Credit Card:** Please call ACE at +1 (480) 965-4246

## COURSE LOCATION

University Club, ASU Tempe Campus, 425 E. University Drive, Tempe, AZ 85281

## ACE CANCELLATION POLICY

**All cancellations must be made in writing** to ACE via mail, fax, or email. Substitution of another person from your organization is permissible at any time prior to the start of the course. Call ACE to discuss your cancellation/substitution circumstances.

**Cancel 15 – 30** business days out: Receive a refund MINUS an administrative fee equal to 10% of the total registration fee.

**Cancel 6 – 14** business days out: Receive a refund MINUS an administrative fee equal to 25% of the total registration fee, or transfer to another scheduled course (excluding Executive Leadership and Certificate Programs) for a 10% administrative fee.

**Cancel 0 - 5** business days out: No refund.



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