



REGISTER TODAY!
Wednesday March 27, 2019

LOCATION:

The Intercontinental Hotel
444 St Charles Avenue
New Orleans, LA

TIMELINE:

7:30 - 8:30	Breakfast & Registration
8:30 - 12:00	Keynote & Roundtable Session 1
12:00 - 1:00	Lunch
1:00 - 4:00	Keynote & Roundtable Session 2
4:00 - 6:00	Networking & Cocktail Reception

TICKETS & SPONSORSHIP AVAILABLE:

TICKET PRICES:

- Early Bird Members \$140 (ends 3/15/19)
- Early Bird Non-Members \$170 (ends 3/15/19)
- Members \$170
- Non-Members \$200
- Network Reception Only \$50
- Lunch Only \$50

SPONSOR LEVELS:

- Event Sponsor \$1500
- Reception Sponsor \$750
- Luncheon Sponsor \$500
- Breakfast Sponsor \$250
- Contributing Sponsor \$150

All attendees and sponsors must register online at www.smpssela.com.

FEATURING:

KEYNOTE SPEAKERS:

- Rachel Sheerin "Steal the Show: How to Advocate Your Best Ideas"
- Julie Couret "Network Like You Mean It"

Visit www.smpssela.com for speaker bios and more information on roundtable topics.

ROUNDTABLE TOPICS:

- Use Your Own Social Media to Elevate Your Impact & Bring in Business
- Waiving Your Freak Flag – How to be Authentic & Professional (and have fun!)
- Search Engine Optimization (SEO)
- How to Plan for Success on Social Media
- Copy & Content for Blogs, Newsletter, Website
- The Domains of Practice + The CPSM
- Speak from the Heart: Public Speaking

ALREADY REGISTERED?

- Parking: Onsite valet is available for 12 hours and is included with ticket price. (Note: You must tell the valet that you are part of the SMPS Group Rate.)
- Reception and Lunch Tickets: A great way to invite a friend, colleague or principal who is available to join us for just a portion of the day! This is a fantastic opportunity for networking and door prizes!
- Please bring a jacket or sweater as hotel meeting rooms can be very chilly!

VISIT WWW.SMPSSELA.COM

- For more information
- List of speakers and topics
- Sponsors and supporters
- Member and Non-member tickets



PROGRAM

KEYNOTE SPEAKER & ROUNDTABLE MODERATOR | JULIE COURET



Julie Couret is an Executive Coach with her management consulting firm 7602 Coach. Known for her engaging training methodology and topical subject matter, Julie is a favorite guest trainer and speaker for leaders across the country. When she is not coaching managers, Julie is active on several boards in the Greater New Orleans Area, hosts a weekly Executive Coaching segment on WWLTV's "Great Day Louisiana", is a Nola Moms Blog Contributor, is co-host of the podcast The Purse Chronicles, and creates new content daily for her various social media platforms.

KEYNOTE: "NETWORK LIKE YOU MEAN IT"

Delivered by the Jefferson Chamber of Commerce 2018 Entrepreneur of the Year Julie Couret doesn't network for a living, she lives to network. Learn how to leverage meetings, socials, LinkedIn, and more to TRULY build a network that is mutually beneficial. Julie breaks it down from how to strike up small talk to building rapport over that first cup of coffee. It's not sales. It's authentic connecting.

ROUNDTABLE: "USE YOUR OWN SOCIAL MEDIA TO ELEVATE YOUR IMPACT & BRING IN BUSINESS"

Speed train in high-impact roundtables with Influencer Julie Couret. Julie built her brand as a respected Executive Coach and Entrepreneur and will be hosting laser coaching conversations to show how you can leverage and manage your own personal social media to attract more clients, build your brand presence, and grow your network...all in an authentic and natural way.



PROGRAM

KEYNOTE SPEAKER & ROUNDTABLE MODERATOR | RACHEL SHEERIN



Rachel Sheerin is an international speaker and trainer who is on a personal mission to help people sell more, be happy and define success on their own terms!

Featured in Inc. Magazine, This Week in Weddings, Lodging Leaders and more, Rachel's training clients include dynamic sales teams, hospitality and event companies, conference meeting planners and driven business owners and organizations that want their employees to be happier and more successful. Companies and business owners seek out Rachel to help boost sales and energy in their team and profits, using professional behavioral assessments and real-life hospitality experience to make training fun, engaging and effective. Rachel currently serves as International Director of Education and Programs for WIPA, is a Certified Professional Behavioral Analyst, lives in Charlotte, NC and takes her margaritas on the rocks. You can learn more about Rachel and see her adorable pitbull, Bricks, by visiting www.RachelSheerin.com or emailing her at hi@rachelsheerin.com.

KEYNOTE: "STEAL THE SHOW: HOW TO ADVOCATE YOUR BEST IDEAS"

In this interactive, high energy program, we'll take a look at a proven system for identifying behaviors of others to create instant connection, sincere trust & more cooperative and profitable relationships.

This program is perfect for anyone looking to grow their sales, improve team communication & understanding, increase their client base, & have deeper, meaningful relationships with everyone they meet!

In this session, attendees will walk away knowing...

- How to identify yourself and others behavior profiles
- How to create quick, deep, meaningful connections
- How to increase your joy at work and in life

ROUNDTABLE TOPIC: "WAIVING YOUR FREAK FLAG – HOW TO BE AUTHENTIC & PROFESSIONAL (AND HAVE FUN!)"

Dress up. Be casual. Fake it till you make it. Authenticity is best.

In a world with more mixed messages than a Tindr profile, this roundtable peels back the layers of shoulds, what-ifs and have-tos to uncover how authenticity can shine through in a professional way.

We'll discuss what the impact and benefits are of being yourself in a faux-reality world and why being yourself can lead to a happier, stress-free life that you love - doesn't that sound great?



PROGRAM

ROUNDTABLE MODERATOR | CHAVANNE CAZAYOUX DEBETAZ



Chavanne Cazayoux Debetaz followed her passion for words, sentences and stories from New Roads, LA to Savannah College of Art and Design (SCAD). Here, she cultivated her skill-set and graduated with a degree in advertising and copy.

After working as a copywriter at Slingshot in Dallas, TX, and Lamar Advertising, in Baton Rouge, LA, she decided to merge her entrepreneurial itch and love for storytelling by starting her own copywriting-focused agency, Cazayoux Creative.

Chavanne brings a fresh perspective to the world of marketing with her creative energy and progressive outlook on the rapidly changing industry. She hand-picks and leads a nationwide team of experts all qualified for and dedicated to one primary goal: creating compelling copy that helps business owners grow their companies.

ROUNDTABLE TOPIC: "COPY & CONTENT FOR BLOGS, NEWSLETTER, WEBSITE"

Join Chavanne Cazayoux Debatz, CEO and Lead Copywriter for Cazayoux Creative as she gives you tips for writing great copy on your website, blogs, ads, and more! You'll understand how to write for humans and how to make your audience understand your message, brand and take the action you want!



PROGRAM

ROUNDTABLE MODERATOR | LAURIE GUILLAUME



Ms. Guillaume is an award-winning Sales, Training & Management expert, with over 20 years of experience in the Pharmaceutical Space. During her tenure with Bristol-Myers Squibb, Ms. Guillaume was the National Sales Trainer for Virology Learning and Development, Hepatitis B Division. She designed and implemented training for the sales force and executed professional development training for the Management group. The team won the prestigious BMS Vision Award for excellence in training. As a manager, Ms. Guillaume was granted "Rookie of The Year" in the Neuroscience Division for outstanding sales and leadership. Ms. Guillaume led teams that spanned several states, and focused not only driving sales but also the development and promotion of her representatives to Senior and Executive levels. Under her guidance, her team won numerous sales honors including the Pinnacle Top Sales Award. Additionally, Ms. Guillaume captured the Partnership Award, served as National Corporate Citizen Coordinator and was also selected to the National Advisory Board. Ms. Guillaume was also was VP of The American Dream Program, a motivational speaking program designed to influence students to further their education & shun drugs.

In 2011, she founded the Pepper Leaf Agency, a boutique interview-skills consulting agency. There, she helped her clients, particularly women, to prepare for next-level / new employment opportunities, by teaching interview skills & formulating their unique story.

ROUNDTABLE TOPIC: "SPEAK FROM THE HEART: PUBLIC SPEAKING"

What are two of the major rules of thumb when speaking before an audience? Know your topic and 'speak from the heart'. This roundtable will focus on delivering powerful and impactful presentations. No matter what the topic, if you own your material and deliver from the heart with passion you will grab the audience and keep them engaged. Join Me!



PROGRAM

ROUNDTABLE MODERATORS | MARY LACHAPELLE



Mary Lachapelle is the Community Development Leader at Tech Talent South and Media Director at House of Prayer Church. She creates opportunities, strategies and media to promote growth and development. An experienced Digital Media Consultant, she has worked with businesses and nonprofits to develop and maintain a consistent digital presence, generate new business, design creative branding, and streamline procedures. Mary earned a Bachelor of Arts in Digital Media Production and Philosophy at Tulane University and studied Fine Art at the School of the Art Institute of Chicago and the School of the Museum of Fine Arts, Boston. Recently honored in the 2018 Silicon Bayou 100, Mary aspires to contribute to the growth of the thriving tech and entrepreneurial communities in New Orleans.

ROUNDTABLE TOPIC: "SEARCH ENGINE OPTIMIZATION OR SEO"

Search Engine Optimization (SEO) refers to techniques used to improve your search engine results page (SERP) ranking organically. Simply, SEO increases your visibility to your target audience. If you're looking to drive visitors to your site without investing a small fortune on Google Ads, this round table discussion is for you. We will dive into the must-knows of SEO from the basics to today's best practices. Join us to learn more about how domain authority, keyword and content relevance can be leveraged to drive traffic to your site. Already SEO savvy? We will explore how Google's latest broad core update, Florida 2, may affect your SERP ranking.



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ROUNDTABLE MODERATOR | ANDRE' SAVOIE



Andre' Savoie is the owner of High Level Thinkers. His specialty is helping businesses refine their message and reach more people using digital marketing tools such as blogging, social media & email marketing. Andre' is a big fan of the Story Brand Methodology, is certified with Google Ads, Hubspot & Active Campaign and a Graduate of The Wizard of Ads Academy.

ROUNDTABLE TOPIC: "HOW TO PLAN FOR SUCCESS ON SOCIAL MEDIA"

Are you struggling to manage social media for your business? Not sure what to post, how often, or which platforms to use? Andre' Savoie of High Level Thinkers provides social media consulting & management for dozens of businesses ranging from big to small and will walk you through the process they use for making your social media presence stand out and generate revenue for your business. This roundtable discussion includes how to choose which platforms you need, creating content, how frequently to post, tools & hacks to save you time as well as advertising on social media sites.



PROGRAM

ROUNDTABLE MODERATOR | WHITNEY WATSON, CPSM



Whitney Watson, CPSM is the Director of Marketing at Digital Engineering, where she serves as a professional services marketer for water resources and transportation engineering throughout the Gulf Coast region. With over eight years in the engineering industry, she is currently the President of the Southeast Louisiana Chapter of SMPS and serves as Co-Chair of the SMPS Southern Regional Conference in Fort Worth, TX (January 2020). Whitney obtained her Certified Professional Services Marketer (CPSM) designation in October 2015. She has a Bachelor Degree in English from Auburn University and a Master Degree in English from Jacksonville State University.

ROUNDTABLE TOPIC: "THE DOMAINS OF PRACTICE + THE CPSM"

You've heard the acronym CPSM and perhaps a mention of The Domains in an edition of Marketer or one of our chapter events, but what the heck are they and why are they crucial to your professional development in the AEC industry? This roundtable discussion will focus on identifying what the SMPS Six Domains of Practice are and how they form the foundation of SMPS's certification program. Whitney will also share her experience in preparing for the CPSM exam, the continuing education required to maintain the designation, and how it has contributed to her success at her firm and in our industry.