



AIA

Redwood Empire

NIGHT SCHOOL SERIES

MARKETING & BUSINESS DEVELOPMENT FOR THE SMALL FIRM

DATES:

TUESDAY, SEPTEMBER 15

TUESDAY, SEPTEMBER 22

TIME: 5:30 - 7:30 PM

LOCATION: VIRTUAL ZOOM
(ACCESS PROVIDED UPON
REGISTRATION)

TICKETS:

AIA MEMBERS \$45

ASSOCIATE MEMBERS \$30

NON AIA MEMBERS \$65

ARE YOU READY TO TAKE YOUR MARKETING TO THE NEXT LEVEL?

During this collaborative, interactive workshop, you'll learn how to identify and overcome the common obstacles to effective business development and marketing. Marketing and business consultants Hannah Brown and Michael Bernard will lead us through an interactive exploration of strategies and techniques that will help us create new connections, identify potential clients and get more work.

PRESENTER: HANNAH BROWN



Founder of Brown Creative Consulting, which focuses on marketing, financial and human resources strategies for small architecture and design firms, Hannah has had the pleasure to work with several well-known firms in San Francisco, including Feldman Architecture, BCV Architects, Anderson Anderson Architecture. As Adjunct Professor for a decade, she taught within the Professional Practice stream at California College of the Arts in the Department of Architecture.

PRESENTER: MICHAEL S. BERNARD



As principal of Virtual Practice, Michael has advised nearly 200 Bay Area design firms to address firm culture, management and operations: the foundational elements of effective everyday function of the small design practice. He works with firm leaders to develop revenue models that reflect current capacity and projected growth. He mentors key staff to develop and monitor fee projections; to review and to prepare contracts; and to facilitate the integration of constructive project management practices.