



SMPSNY hosts THE Marketing Event 2010

December 14, 2010 - Design / Build

The Society for Marketing Professional Services' New York Chapter hosted its premier professional development event, THE Marketing Event 2010. The award-winning, half-day seminar is an annual symposium that draws over 150 A/E/C marketers, business developers, firm principals, and chief-level officers to hear from the nation's top business experts. This year's program focused on the trends, transitions and transformations influencing your firm's competitive advantage in the current economy.

The keynote address given by Architizer's Marc Kushner set the tone for the event through an intriguing discussion of social media, the challenges of communication in the A/E/C field and the potential of emerging media to create a platform for attendees to speak about their work.

The program took place on November 4th at the CUNY Graduate Center located at 365 Fifth Avenue in Midtown Manhattan.

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