

The Future Leaders Committee presents a luncheon and panel discussion on the...

# “Risks and Rewards of Using Social Media for A/E Firms”

moderated by Tony Roos, P.E., Director of Transportation, Principal, Cardno WRG

How is social media being utilized within A/E firms? The intent of this interactive luncheon panel discussion is not to discuss how to implement your firm’s foray into the world of social networking, but rather ‘why’ or ‘why not’ to utilize the services of Facebook, Twitter, or LinkedIn in addition to your firm’s website and company blog.

Topics for the panel discussion include:

- How can A/E firms utilize social media?
- How can social networking sites be used for recruiting?
- Is there a risk to your server’s hardware or software?
- What is the value to your clients?
- Could social networking give your firm a competitive advantage?
- How much time does it take?
- Do firms using social media have any control over it?
- Does your firm have a social networking policy? Should you?

**Good for 1½ CPD credits!**

**WHAT: “Risks and Rewards of Using Social Media for A/E Firms”**

**WHEN: Tuesday, February 23**  
• 11:30 A.M. - Check-in & lunch  
• 12:00 NOON - Program begins  
• 1:30 P.M. - Conclusion

**WHERE: David Evans and Associates, Inc.**  
2100 SW River Prkwy, Portland

**PARKING:** Directions along with parking code will be e-mailed to registrants a few days prior to the program.

**Special thanks to DAVID EVANS AND ASSOCIATES for providing meeting space!**

This program will begin to examine these questions and more to find out how local A/E firms are responding to the social media explosion. If you have a particular question you’d like addressed, please forward it for the committee’s consideration to the moderator, Tony Roos, at [tony.roos@cardnowrg.com](mailto:tony.roos@cardnowrg.com).

**PREREQUISITE:** To establish a baseline of knowledge for all attendees, and to get more out of the program, it’s highly recommended that registrants will have visited and interacted with the three social networking sites mentioned above *before attending this program*. If you don’t know what Facebook or Twitter is, ask your kids!

**“The main thing to remember here is social media will never replace traditional marketing or business development efforts. However, it is a great tool to use in conjunction with them.”**

*–Justin G. Roy, CEO of JG Social Media*



Registration Form: **Tuesday, February 23** - Luncheon and panel discussion

## “Risks and Rewards of Using Social Media for A/E Firms”

Tuesday, February 23 • David Evans and Associates, Inc. • 2100 SW River Parkway, Portland • phone (503) 223-6663  
• 11:30 A.M. Check-in & lunch buffet • 12:00 NOON Programs begins, includes Q&A session • 1:30 P.M. Conclusion

Program is good for one and a half (1½) continuing professional development (CPD) credits.

**Cost:** \$45 per person for members (*If your firm is a member, then you are a member.*) / \$70 per person for non-members  
\$35 per person for Future Leaders (FL)

Firm Name & Phone: \_\_\_\_\_

Name & E-mail: \_\_\_\_\_

Name & E-mail: \_\_\_\_\_

Name & E-mail: \_\_\_\_\_

No. of \_\_\_\_ member(s) @ \$45/each = \$ \_\_\_\_\_

No. of \_\_\_\_ FL(s) @ \$35/each = \$ \_\_\_\_\_

No. of \_\_\_\_ non- mbr(s) @ \$70/each = \$ \_\_\_\_\_

**Total Amount Enclosed:** \$ \_\_\_\_\_

Make checks payable to ACEC Oregon (American Council of Engineering Companies of Oregon).

Or, pay by credit card:  VISA  MC  Amex  Discover Amount to charge: \$ \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_ Security code on back: \_\_\_\_\_

Cardholder name: \_\_\_\_\_ Signature: \_\_\_\_\_

Zip code at billing address: \_\_\_\_\_  Check here for receipt to be e-mailed to: \_\_\_\_\_

Mail (or fax or e-mail) check or credit card info & registration form for receipt by Friday, February 19 to: ACEC Oregon, 5319 SW Westgate Drive, Suite 224, Portland, OR 97221. QUESTIONS? Phone (503) 292-2348 • Fax (503) 292-2410 • e-mail: [echurchill2@acecOregon.org](mailto:echurchill2@acecOregon.org)

~ **Cancellations must be received on or before the registration deadline.** Non-members must pay in advance. Thank you. ~

Registration deadline is Friday, February 19.