



# marketing

## BUSINESS DEVELOPMENT AND MARKETING PRESENTATIONS



Lindsay L. Young,  
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**Lindsay L. Young** has been in marketing and business development in the building industry for ten years. She has experience with small and medium sized firms and starting marketing departments from the ground up. Her knowledge includes strategic marketing plans, trade show implementation, customer and employee event planning, customer surveys, proposals, presentations, social media presence, customer relationship management systems, and project management of branding and website redevelopment. She is currently Chief Difference Maker at nu marketing, a strategic marketing consulting company Lindsay started to help businesses increase their profits and build their business.

## NETWORKING 101—LEARN TO NETWORK LIKE A ROCK STAR

Are you a Rock Star Networker? Do you dread going to networking events? Don't worry, you don't have to be Cher! Networking can be challenging to some and natural to others. Come learn from a Rock Star Networker the steps to effectively network and build long lasting relationships with people. Learn tips on networking and questions to ask during a networking event. You'll learn how you can bring more business to your firm.

## DON'T JUST SHOW UP BUT MAXIMIZE YOUR INVESTMENT AT TRADE SHOWS

Learn what to look for when selecting the trade shows you will exhibit.

The steps to take BEFORE you arrive at the trade show.

When you get to the trade show, how can you maximize your time with customers and prospects.

Learn how to capture information about your customers and prospects during the trade show.

10 Tips and Tricks for Trade Shows.





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### ALL HANDS ON DECK—LEARN HOW TO GROW YOUR BUSINESS THROUGH LINKED IN

This workshop will allow participants to bring their laptops and work through Linked In. The participants need to have a log in (profile) set up in Linked In before arriving. Attendees will learn to maximize their personal profile. We will also learn how to set up and enhance a company page. You will also learn about getting everyone in the company writing in the same language.



Lindsay Young at the Society for Marketing Professional Services Missouri Valley Regional Conference

### GROW YOUR BUSINESS THROUGH MARKETING

Do you struggle with your marketing plan? Do you struggle with where to start your marketing plan? Lindsay will talk you through a simple marketing plan for your company. You will learn:

- The information to include in your marketing plan
- Low cost marketing ideas
- Implementing these ideas
- Taking your marketing to the next level

### WHAT'S ALL THIS TALK ABOUT SOCIAL MEDIA?

Learn exactly what social media entails.

What's the point? Why should our company be involved in social media?

What is the return on my investment with social media?

Learn the steps to a successful social media campaign.





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### BUSINESS DEVELOPMENT HAPPENS EVERYWHERE

Do you know how to utilize your network and make connections with customers and prospects? Learn some of the questions you can ask and how to be prepared to make those connections. You will also learn about how everyone in your company can participate in business development. We will go through the steps to a successful business development plan.

### ORGANIZING YOUR CRAZY AEC LIFE

It's hard to manage all the tasks, duties, and assignments thrown at you in a week. There are so many things to get done in your role. Today, we are challenged with doing more with less. One must prioritize and manage projects and people to get it done. You must remember that you aren't superman or superwoman, but you can do the best with the allotted amount of time in a day. Learn about how to organize your crazy AEC life in this workshop.

### RECRUIT, RETAIN, AND ENGAGE A TALENTED WORKFORCE

Learn the importance of company culture in recruitment and retention practices and how to make positive changes through branding and internal marketing campaigns. Attendees will learn successful employee engagement techniques that have developed employees into companies' best recruiting instruments. Whether your recruitment focus is baby boomers, millennials or somewhere in between, you'll learn how to create a culture that attracts the best talent and fosters long-term commitment.

Contact Lindsay Young at 316-680-3097 or [lindsay@numarketingllc.com](mailto:lindsay@numarketingllc.com)  
to schedule your presentation today.

