

How to Truly Differentiate Your Firm from Competitors in Presentations & Proposals

In this session, attendees will learn how to increase their win rate, become their client's preferred provider, and earn higher fees. Attendees will also learn how to beat a stronger competitor, use three analytical tools to differentiate their firm on any proposal or presentation, create and communicate a powerful differentiated message, and use differentiation as leverage to reduce price sensitivity.

Protecting Your Firm from Cyber Security Threats

With ransomware attacks, data breaches, and other security incidents continuing to increase, these vulnerabilities demand serious attention now more than ever from every type of organization. This session will teach attendees the legal and technical risks that they must protect against, best practices to implement, and how to prepare for and comply within the ever-changing privacy and cybersecurity world.

Winning The War for Talent

This session will provide information on overcoming the challenges of recruiting and hiring within the engineering industry, the evolution of the talent pool, and best practices firms can put into place in their hiring processes. The panelists will also share tips on relationship development, passive candidate searches, and building a sustainable pipeline of talent from day one.

Internal Ownership Transition

In an environment of unprecedented M&A activity and massive investment in our industry by private equity, what are the factors that are likely to influence a firm's ability to transition ownership and leadership internally? This session will explore the elements of firm culture that lead to successful internal transitions, leadership succession planning, firm valuation, agreements between buyers and sellers, vehicles for stock purchases, and lessons learned.

How to Retain Your Employees After a Merger or Acquisition

This session will help attendees understand the true impacts of an M&A transaction, the value of key employees, best practices on how to retain employees through and after the M&A process, and creating a realistic timeline for a transaction.

Running Your Own Firm? What You Need to Know

This session will explore all of the ins and outs of running your own small firm, from creating a business plan, to legal, financial, staffing, marketing and business development. Whether you are a new or existing small firm, you'll get valuable insights and advice on best practices.

Water Utility Update

Attendees will get an update from the water utility sector, with insights on how their organizations have changed and what lies ahead, including the investments that will result from local SPLOSTs and passage of the federal Infrastructure Investment and Jobs Act (IIJA). Panelists will also share what qualities they are looking for from the engineering firms that work for them.

Georgia DOT & Tennessee DOT Update

Learn what's ahead for the Georgia Department of Transportation and the Tennessee Department of Transportation. Hear from GDOT and TDOT on the role engineering firms play in helping the departments deliver their respective programs on schedule and budget. Discussion topics will include contracting, scheduling, constructability and practical design considerations.

GSFIC / State Agency Vertical Construction Update

Get the latest information from Georgia's state vertical construction leaders. Learn what engineering and architecture firms can do to provide better service to their public sector vertical construction clients (such as the University System and Technical College System of Georgia) and to help those clients meet their organizational goals.

I found my DBE Partner – Now What? Maximizing the Prime/DBE Relationship

Do you ever find yourself wondering how to incorporate DBEs into your project to meet the program goals, especially in the design space? Join Jennifer Etheridge and Kate Henry, co-owners of Aulick Engineering, a woman-owned DBE firm, as they share their insights on how to utilize your DBE partner in everything from your typical batch project to a multi-year design-build effort. Their fun and engaging presentation will show you how a good partnership between a Prime and DBE can be successful and helpful – all it takes is a little up-front planning!

The Engineer as Negotiator: Strategic Skills for Winning Business and Solving Problems

While most engineers don't see themselves as professional negotiators, the reality is that they are constantly engaged in this process. Whether it's negotiating the terms of a contract, working with a team on developing a solution for a client, or resolving a project-related dispute, engineers must develop sophisticated negotiation skills to be successful. In this session, attendees will:

- Increase their understanding of the dynamics of negotiation in the engineering context;
- Learn how to develop and employ a strategy for each negotiation in which they engage;
- Become more confident in the management and control of the negotiation process;
- Enhance their negotiation outcomes resulting in increased revenue and satisfaction among clients, colleagues, and employees.

BNA Vision: Planning for Growth at the Nashville International Airport

This presentation will cover how the Nashville International Airport (BNA) is planning to meet growing passenger demand, including an overview of multiple infrastructure projects and an aggressive capital design and construction plan.

Business Intelligence + Business Improvement for Effective Strategic Planning

As AE firms face the uncertainty of the future and an accelerating rate of change, a strategic plan is vital to create a sense of control and direction. Successful strategic planning goes beyond financial performance to business readiness and agility, including an anticipatory approach to gathering business intelligence. Learn how to develop a strategic plan that is meaningful, flexible, and executable.

How to Lead a Multi-Generational Workforce

For the first time in history, we have five generations in the workforce. How do we retool our leaders to help them be the best leader they can be, using the skills and insights of earlier generations and merging them with those of newer generations? In this session, attendees will gain insights from both sides of the table and learn how they can work together to build this industry. Ignoring the past and scoffing at the future aren't options. We must learn to embrace both.

In this presentation, attendees will:

- Understand what each generation brings to the table.
- Learn how to develop others effectively.
- Help bridge the gap between different personalities on the team.

Retaining Your High-Performing Employees with “Stay Interviews”

The Great Resignation has resulted in over 48 million Americans quitting their jobs during the pandemic. For AE firms, the costs of losing valuable people are dramatic, with the potential of lost clients, quality, and experience. In this workshop, you will learn how to use Stay Interviews – a powerful tool and alternative to exit interviews that will help leaders understand why employees stay and what causes them to leave. Understanding and addressing your team’s issues will lower turnover and stop the Great Resignation and improve employee retention at your firm.

Retaining Talent: What Your Younger Employees Are Looking For

Everyone is trying to figure out how to attract and retain talent and in this interactive session, you will gain insights on how to do just that from our panel of young engineering industry professionals. Stop guessing and hear straight from the source about what you can do to increase your firm’s success in hiring and keeping your talented, young professionals.

CID Directors Update

Hear from some of Georgia’s most prominent Community Improvement District (CID) Executive Directors as they discuss their capital construction programs, current and future engineering design and consulting initiatives as well as what they are looking for when engaging engineering professional services firms.

What is Leadership?

In this interactive and engaging presentation, comedian and keynote speaker Larry Weaver uses humor and show business anecdotes to illustrate the importance of maintaining a positive attitude. Prepare to laugh, learn, and leave equipped to become more positive in your personal and professional life, including tips on:

- Energy—improve health and wellness, live a balanced life, prioritize self-improvement.
- Attitude—become more positive, embrace change, and reduce stress.
- Motivation—increase ability, commit to lifelong learning, and overcome obstacles.