

MARKETING NOW

Insight and intelligence for architecture, engineering, and environmental consulting firms

RIGHT | NOW

Get rid of silos to improve marketing and BD



Functions need to be embedded into every person's job.

The silos are there; you just might not see them. They aren't always that evident.

It can be as simple as not knowing who really is supposed to do what in the marketing department and holding that someone accountable; or one side distrusting the other (between marketing and business development, between marketing and BD and other departments, etc.); or a firm that neglects to bring marketing and BD to the strategy discussion table, for example.

To Suzanne Lowe, founder of Expertise Marketing LCC, those often glossed-over

"Anybody who has great ideas and can help grow the firm has a seat at the table. It's all about the ideas and kind of getting integrated into the growth of the firm."

barriers can "really impede our ability to be effective."

Those barriers, as described in the above examples, can be structural or cultural, she said during a session of the Society for Marketing Professionals' Build Business 2010 national conference in Boston in July titled "The Integration Imperative: Erasing

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WHAT'S | WORKING



Talkin' trash



Winning web site



Art by night



Best of the best

From trash talk to night art **Pages 6-7**

Don't forget the extras!

Marketing Now offers extra content as part of this package. To read Trendlines, including participant's comments, check the file attached to this PDF. Additional features, such as Award Winners, are also attached.

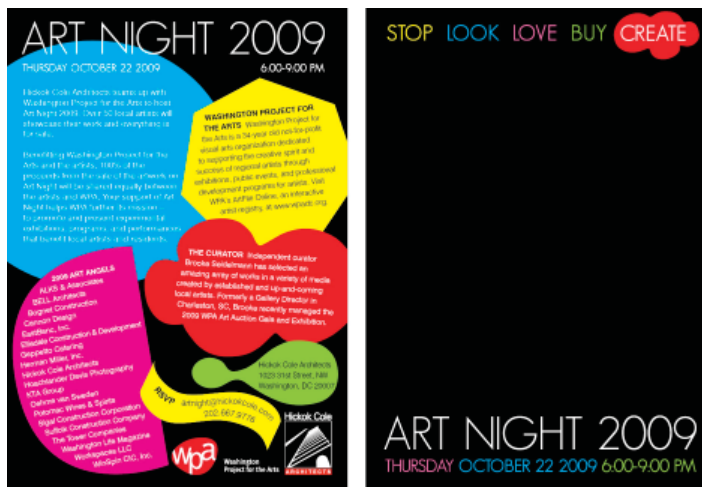
Short takes on real-world marketing tactics that are producing results

ART BY NIGHT

Transforming an architecture studio into an art gallery might sound like an obvious, although laborious idea. **Hickok Cole Architects** (Washington, DC), a 65-person architecture and interior design firm, does it every October with its Art Night event, where the proceeds from the sale of artwork are split between the nonprofit organization Washington Project for the Arts (WPA) and local, participating artists.

The event has caught the attention of the judges at the 2010 Society for Marketing Professional Services Marketing Communication Awards, with the firm winning first place in Special Event category for Art Night 2009, deemed a social marketing event.

Art Night's theme for the past few years, "Stop. Look. Love. Buy." was given a new twist in 2009: "Stop. Look. Love. Buy. Create."



Create." Hickok Cole set the tone for the event with a fun, interactive invitation based on the concept of Colorforms. Invitations featured a blank palette on one side where recipients could use repositionable

stickers to "create" their own artwork. The mailing included an instruction sheet, encouraging guests to bring their "artwork" for display the night of the event. All of the event materials followed the

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theme set by the invitations. Using abstract shapes cut from opaque board and transparent film, the marketing team assembled colorful 30" centerpieces, arranged in flats of grass for display.

Even in a colossal down year, Art Night 2009 raised \$80,000 for the WPA and the artists. Art Night represents WPA's second largest fundraising event each year and has even become a line item in their annual budget. The event lived up to expectations as a first-rate party for Hickok Cole's clients and the local real estate community. **E**

BEST OF THE BEST

HGA Architects and Engineers (Minneapolis, MN), a 500-person architecture, engineering and planning firm, better clear more room on its trophy case. It took home a pair of awards in the 2010 Society for Marketing Professional Services Marketing Communications Awards—both for the same effort too.

The firm's piece showing how Minnesota's Union Depot will be brought back to life as the hub of sustainable transit in Saint Paul— with Amtrak trains, commuter rail, buses, bicycles, light rail transit and high speed rail to Chicago— was named the winner in the specific project marketing category as well as Best Of Show among all entries this year.

With the project, HGA was aiming to increase its transportation project experience, and align the firm with strong partners in the construction and transportation planning markets for future projects. Together, HGA, its prime contractor client and the many consultants that contributed to the effort prepared to submit a quality proposal for what they knew would be a highly competitive selection process against national competition.



In six years of research and positioning for the project, HGA assisted with several early studies, and developed strong relationships with many of the political decision-makers and Rail

Authority staff leaders involved with the many steps leading up to the release of the request for proposals. The HGA team worked steadfastly the three days following the release of the RFP to

identify potential partnerships, and sub-consultants.

The key was to create the right team with the right experience and success, and chemistry to not only win the project, but to also provide a successful delivery.

HGA assembled a core design/build team that included Mortenson Construction, the prime contractor client, and **URS**, providing the transportation planning aspects of the project.

The three firms had previously worked indirectly on a large, recently completed project: Target Field in Minneapolis, which includes intermodal transit.

Each of the core firms assembled multiple sub-consultants as well. HGA looked to the top national historic rail station designers Beyer Blinder Belle of New York, whose work includes the historic renovation of Grand Central Terminal in New York City.

"This was the best-organized and most thoroughly professional pursuit I have seen in 38 years of professional practice," said Fred Bland of **Beyer Blinder Belle Architects** (New York, NY), HGA's design partner on the Union Depot project. **E**