



Society for Marketing
Professional Services
Colorado

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SMPS announces September professional growth breakfast

Denver, CO—Join the Colorado chapter of Society for Marketing Professional Services (SMPS) for an informative breakfast on “Critical First Impressions: Cover Letters and Executive Summaries – Writing for Success.” Do you struggle with finding just the right buzz words to catch the eye of a client in a cover letter? How do you develop a themed and interesting executive summary? What should each contain? In this increasingly competitive proposal environment, developing a strong introduction and summary is critical to having your proposal even considered - and is often the only piece the clients read! Gain tips and practice writing short attention-getting samples to demonstrate value to your clients.

This breakfast features **Elaine Jensen**, OZ Architecture – Director of Marketing and **Martha Cusick Eddy**, Marketing Evolutions – Partner.

Date of Event: September 29, 2009, 7:30 a.m. – 9:30 a.m.

Location of Event: Oxford Hotel

SMPS is a national nonprofit association dedicated to enhancing its members' abilities to find and secure profitable work for their firms and better respond to client needs. The organization serves the career and business interests of more than 5,000 marketers of the built environment through our network of 49 chapters nationwide. Members represent firms covering the full range of services of the architecture, engineering and construction (A/E/C) industries.