

HOW TO GET YOUR PRODUCTS SPECIFIED ONE DAY SEMINAR AND USING AIA CONTINUING EDUCATION AS A MARKETING TOOL



LEARN | EDUCATE | GET SPECIFIED

Seminar is **FREE** for one person from each company
(\$30 for each additional person)
COMPLIMENTARY SNACKS & BEVERAGES

GET SPECIFIED

Ron Blank & Associates is the recipient of the 2002 & 2008 AIA Continuing Education Award. This seminar outlines how to get your product specified, and build name recognition for your products. In this seminar you will learn:

- ▶ How to get your product specified
- ▶ How to talk to design professionals
- ▶ Who are the decision makers
- ▶ Sales presentation etiquette
- ▶ How to use literature correctly
- ▶ Lead follow-up to a sale
- ▶ How we connect you with designers

The second part of this seminar outlines a project from specification through bid and up to warranty. Learn valuable tips about:

- ▶ Designing a useful technical catalog
- ▶ What to add to your website
- ▶ Product technical literature
- ▶ Writing 3-part CSI Specifications
- ▶ How AIA/CES works
- ▶ Effective Continuing Ed programs
- ▶ AIA Requirements
- ▶ Course Development Tips
- ▶ Questions About CE Requirements
- ▶ How to advertise Your Course

SEMINAR DATES:

July 22 or 23, 2010

Seminar Time: 8:30 a.m. – 4:30 p.m.

Please register as soon as possible as seating is limited

WHERE:

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RESERVATIONS:

Contact:

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Ron Blank, CDT, CSI, AIA Cornerstone Partner

Ron is President and CEO of Ron Blank & Associates, Inc. and affiliates. Ron has 20 years experience teaching design professionals about building product systems and technology via distance education and by personal visits to their offices. Ron and his staff make face-to-face building product presentations to 2500 architectural firms across the country every year. He is a Professional Affiliate of AIA, a past Chairman of the AIA Provider Council and a past president of the San Antonio chapter of CSI.

Craig K. Haney, FCSI, CCS, SCIP

Mr. Haney is specialized in construction technology and specifications. He has over 30 years experience in the fields of architecture and construction with over 20 years dedicated to specifications, construction technology, and historic restoration. Craig is a nationally known lecturer and author on specifications and historic restoration. Craig spent 8 years performing technical reviews of the SPECTEXT® master specification system for The Construction Specifications Institute (CSI) and has served as consultant to The American Institute of Architects (AIA) on the MASTERSPEC® specification system and as special consultant to CSI on the conversion of civil engineering specifications to CSI principles.