



# Pittsburgh Section

a better world by design

## Dinner Seminar: Digital Marketing for Civil Engineers (1.5 PDH)

Thursday, March 12, 2015 (Dinner 5:30 PM, Seminar 5:30-7 PM)

**Description:** In today's world civil engineers are expected to be seller-doers which requires marketing skills. Have you been thinking about Internet marketing, but you feel overwhelmed and not sure how to get started? Many civil engineers find themselves seeking the right strategies to make their marketing efforts as effective as possible. But with so many different marketing activities that they could focus on, they often miss some of the important digital marketing concepts that will help them understand why those activities are so important. This presentation is designed to uncover some of those core concepts and show that a little bit of digital marketing knowledge can go a long way. Attendees of this seminar will learn:

- What marketing really is (and isn't).
- How marketing has changed in ways that benefit your business or organization.
- The importance of setting goals and objectives for marketing efforts.
- The 4 Pillars of Marketing Success.
- Effective campaigns to help your business or organization grow.



**Speaker:** Cindy Neki is a skilled Marketing and Public Relations Consultant, Certified Social Media Strategist, Constant Contact Authorized Local Expert and Speaker. With over 25 years marketing experience, she assists small businesses and professionals succeed in today's fast paced, ever-changing marketplace.

**Location:** Pennsbury Pub & Grille, 1049 Pennsbury Blvd., Pittsburgh, PA 15205 (off the Rosslyn Farms exit on Parkway West, Near Robinson Township). Free parking. <http://pennsburypub.com/Home>

**Registration:** Register and pay online using credit card at: <http://www.asce-pgh.org/event-1837079>

Or, mail your check and the registration form below:

<b>Registration Form: Digital Marketing for Civil Engineers, 3/12/2015</b>				
Please mail this registration form with a check payable to "ASCE Pittsburgh Section" to: Robert Dengler II, P.E., ASCE Pittsburgh Section Treasurer, Foster Plaza III, Suite 200, 601 Holiday Drive, Pittsburgh, PA 15220. Checks must be received by <b>March 6, 2015</b> .				
Name			Organization	
Address				
Phone No			Email	
Please circle One	Student	Member	Membership No.	Non-member
Check Enclosed	\$15	\$20		\$25

**Questions:** Sam Shamsi, PE, Chair Continuing Education Committee, [sam.shamsi@gmail.com](mailto:sam.shamsi@gmail.com), 412-298-7932

**Registration / Cancellation Policy:** This event has 40 seats which will be reserved on a first come basis. If you are registering by snail mail in the last week or want to pay at the door, please contact Sam for seat availability. Cancellations for refund must be made via email to [sam.shamsi@gmail.com](mailto:sam.shamsi@gmail.com) by February 27, 2015. If we must cancel a seminar due to insufficient enrollment or other reasons, your registration fee will be refunded in full.