



BSLA Marketing Workshop

Friday March 28, 2008

8:00am - 11:00am

Sponsored by
Anderson Landscape Construction

700 Congress Street, Suite 202
Quincy, MA 02169

Parking along front of building

RSVP to the BSLA office by March 26th
508.620.5018 info@bslaweb.org

Proven Marketing Strategies to Grow Your Business

Robert Miklos, FAIA from Design Lab Architects will lead a presentation and discussion of proven marketing strategies to grow your business in 2008.

Bob Miklos worked as a design principal at Schwartz/Silver Architects for 16 years, studio director at Ann Beha Architects for 5 years and current founding principal of Design Lab Architects.

- . Public Relations, Image and Message
- . Creating Differentiation in a Marketing Plan
- . Business Development, Networking and Closing Strategies

Making your Website an Effective Marketing Tool

Justin Stone and Tim Downing founded Design & Co, Inc. a multimedia design studio, in 2001. Design & Co. is recognized as one of the leading identity, web and graphic design firms for clients in the building industry. Recent clients include Bergmeyer, Design Lab Architects, Reed Hilderbrand Associates, Ann Beha Architects, and Dewing Schmid Architects. Current clients include Willam Rawn Associates, and Schwartz/Silver Architects.

- . The Website as a "Hinge"
- . Balancing an Unbalanced Portfolio
- . Select or Featured Projects
- . High Impact, Image Base Websites
- . Flash vs. HTML trade-offs
- . The 5 Year Website Window

Robert J. Miklos, FAIA, *Principal*, Design Lab Architects
www.designlabarchitects.com
Timothy Downing, *Design Principal*, Design & Co.
www.designandco.net
Justin Stone, *Managing Director*, Design & Co.
www.designandco.net



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