



SAN DIEGO CHAPTER

The Society for Design Administration

An Affiliate of the American Institute of Architects

To promote the exchange of ideas and to educate its members in the related disciplines of design firm management.

PROPOSAL WRITING FOR MORE IMPACT

OCTOBER 16, 2008

Conducted by:
Kara Fraser, CPSM, CPCM
PRISM GROUP

Hosted by:
Newschool of Architecture & Design
1249 F Street, San Diego 92101

One in three proposals is the winning proposal. Come learn how to make your proposals stand out from the rest! This hands-on workshop conducted by Kara Fraser of the Prism Group will explore what sets winning proposals apart from their competition. You will be provided with an opportunity to improve your marketing materials and to learn how to uncover/address client hot buttons/agenda issues; create cover letters that make reviewers want to read your proposal; use the power of proposal graphics/layout/format; define and use discriminators/benefits/proofs; create project descriptions and resumés that demonstrate your expertise. ***Don't miss this hands-on opportunity to improve your firm's marketability!***

Date:	Thursday, October 16, 2008
Time:	Lunch & Learn: 11:45 am Check-in; 12:00 – 1:30 pm Presentation
	Questions? Jamie Shirey 760.445.4959
Location:	Harriett Wimmer Room, Newschool of Architecture & Design, 1249 F Street
Cost:	Meeting Fees: Members Firms \$15; Non-Members \$30; Late Registrations \$40
RSVP by:	5:00 p.m., Thursday, October 9, 2008
	Fax this form to: Leslie Cattaneo @ (619) 239-9852 or email reservation to: lcattaneo@rjcarch.com
Name(s):	_____
Firm:	_____
Address:	_____
Phone:	_____
Email:	_____

*Because our meetings are catered, 24 hours' notice is required for all cancellations.
No shows will be billed.*



Kara Fraser, CPSM, CPCM

Qualifications Overview

Kara Fraser launched her marketing career in the design and construction community more than twenty years ago. Prior to forming PRISM Group in 1995, Kara was the Vice President of a West Coast marketing consulting firm. Her experience also includes serving as a branch director of marketing for Law Engineering and Environmental Services and marketing manager for Kleinfelder, Inc.

Her Bachelor of Science degree is from San Diego State University in Business Administration with an emphasis in marketing. She is a Certified Professional Services Marketer (CPSM) and a Certified Professional Consultant to Management (CPCM). She is a past president for the San Diego chapter of the Society for Marketing Professional Services and was awarded the "marketer of the year" award from SMPS SD.

Her experience also includes serving on the consultant nominating committee reviewing proposals for the City and County of San Diego for six years and for the US Navy for five. She is sought nationally as a speaker for her fun, no-nonsense presentation of result-producing techniques to win more work for firms in the A/E/C industry.

The PRISM Group is a marketing consulting firm that specialize in developing and **implementing** results-oriented marketing programs for environmental firms, developers, designers and contractors. Our services include strategic planning, market research, client surveys, proposal and presentation development, marketing material creation and marketing information management.

Speaking and Writing Credits

- ▶ Society for Marketing Professional Services
- ▶ Professional Environmental Marketing Association
- ▶ SCORE
- ▶ San Diego Daily Transcript, Guest Columnist for A/E/C Marketing
- ▶ Architects Engineers Marketing Journal and PSMJ
- ▶ Canadian Society of Marketing Professionals
- ▶ Society of Design Administrators

Accomplishments

- ◆ 97% win rate over past three years while working with developers, contractors, architects, engineers and environmental planners
- ◆ Assisted a nation-wide engineering firm to win a contract valued at more than \$20 million in fees—the largest engineering contract in the firm's history
- ◆ Helped a West Coast construction management firm increase its win rate of 10 percent at the short-list stage to an impressive 100 percent *in just three months!*
- ◆ Led an architectural and planning firm to secure more than \$8 million in fees *in less than four months*

97% WIN RATE FOR

PAST 3 YEARS

SPECIALIZES IN
A/E/C INDUSTRY

CERTIFIED
PROFESSIONAL
CONSULTANT TO
MANAGEMENT

CERTIFIED
PROFESSIONAL
SERVICES
MARKETER

BACHELOR OF
SCIENCE IN
MARKETING

PAST SMPS
PRESIDENT –SD
CHAPTER
(2001/02)

15+ YEARS
A/E/C

MARKETING
EXPERIENCE