



Connecting People.
Sharing Resources.

Register Today!

Date:

Wednesday, Jan. 22, 2014

Time:

7:30 am - Registration / Breakfast
8:00 am to 9:00 am Session

Location:

Four Seasons Hotel
791 W. Georgia St, Vancouver

Rates

\$70.00 - **Members**

\$85.00 - **Non-Members**

** Preregistration required **



This seminar is eligible for 1.5 AIBC Non-Core Learning Units

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DIALOG Design: An Award-Winning AEC Digital Marketing Case Study

With the merger of four firms from across the country, DIALOG, one of Canada's premier integrated design firms (architecture, engineering, interior design and planning), faced the challenge of shaping a new, cohesive brand and corporate culture.

Presented by Miguel Strother, DIALOG's Director of New Media, this case study focuses on the digital marketing program developed as part of the overall firm strategy to attract the best and brightest talent and promote its expertise across the world. The result is a digital strategy that got:

1. Employees meaningfully engaged
2. Senior leadership on board and leading the social media way (including the 60+ year olds)
3. Recognized by the [Social Media Awards](#) group as the most "Social Workplace" -- Going up against Hootsuite and winning

What will you learn?

- What the challenge was
- What strategy was developed in response
- How tools/platforms were chosen
- How senior management buy-in was achieved
- What was accomplished / measured
- How engagement continues and long-term value is being built

Who should attend?

- Marketers debating the case for more social/digital media engagement and measurement
- Professionals struggling to demonstrate real value for social media platforms
- Marketers who are not getting buy-in from senior management for digital/ social media programming
- Marketers and HR professionals tasked with promoting your firm to attract great talent in a highly competitive marketplace

SAVE THE DATE

Peer Group 2013-2014

January 29, 2014
February 26, 2014
March 26, 2014
April 30, 2014
May 28, 2014



About Miguel Strother

Miguel Strother is an award-winning writer who has traveled to the palaces of Russia, the temples of Japan, the jungles of Indonesia, and back again, writing and publishing all the while. In addition to his lifelong pursuit of the untold and bizarre, Miguel has provided creative and strategic direction for clients such as Kasian Architecture, Bodog, The University of British Columbia, The University of Calgary, Rocky Mountain Media, and Black Press to name a few. Miguel's primary areas of expertise include communications and marketing planning and design, digital production processes, Content Management Systems (CMS), Learning Management Systems (LMS), email marketing, online copy writing, social media and content marketing strategy.

About DIALOG Design

DIALOG dances in the intersection of art and science. Healing patients with fewer staff; improving passenger experiences while reducing airport carbon footprints; revitalizing abandoned urban neighbourhoods; our interdisciplinary approach to design embraces complex challenges. From education and healthcare to office and residential, our commitment to doing great work, and enjoying the journey that comes along with it, helps create lasting success for all our clients. And in these environments of constant change we design balanced, beautiful responses that are never the same, but always make a difference.

GET INVOLVED!

Have Ideas to Share?
Talk to us! CSMPS Board:

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