

# The Power of Business Development & Marketing In Construction *(Take Your Strategy to the Next Level)*



## About the Course

This course introduces key strategies in business development and marketing tailored for the construction industry. Learn how to drive growth, build strong client relationships, and align your efforts for long-term success. By combining smart planning and effective communication, you'll be better equipped to position your company for a more competitive and resilient future.

### Topics for discussion include:

- A. The Importance of Business Development**
  - Creating Opportunities for Growth
  - Expanding Market Reach
  - Enhancing Profitability
  - Fostering Innovation
  - Cultivating a Competitive Edge
  - Enabling Strategic Planning
- B. Understanding Marketing**
  - Top Marketing Channels
  - Role of Marketing in Construction
  - Identifying Opportunities
  - Lead Generation Strategies
- C. Utilizing Marketing & Business Development Together**
  - Differentiation vs. Relationship Building
  - Balancing Current Needs vs. Future Growth
  - Communicating Business Goals Effectively

## When

Wednesday, October 15, 2025  
8:00 am – 11:30 am  
*includes continental breakfast*

## Where

AGC Georgia Training Center  
1940 The Exchange  
Atlanta, GA 30339  
*at intersection of Windy Hill Road  
and I-75 / I-285 in Cobb County*

## Registration Fee

AGC Georgia Members Save \$20 when registering at [www.agcga.org](http://www.agcga.org). There is a \$20 increase if registration is within 2 weeks of course start date.

- AGC Georgia Member \$148
- AGC Georgia YLP Member \$133
- Non-AGC Georgia Member \$296

## Instructor(S)

Keith Johnson, Consultant  
Bird Dog Consulting

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## Attendee Registration Form

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Registrant's Email: \_\_\_\_\_ Phone: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Food Restrictions: \_\_\_\_\_  
Primary contact for registration, if not registrant: \_\_\_\_\_ e-mail: \_\_\_\_\_

### Check One:

Check: Make checks payable to AGC Georgia. Mail copy of this form with your check to our lockbox:  
*Wells Fargo Bank/ AGC Georgia; P. O. Box 934023; Atlanta, GA 31193-4023*

Charge My:  AmEx  MC  Visa  Discover Total Amount Due \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_ Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Regardless of payment method, please use one of the methods below to return this form:

- Electronically: Use "Click to Submit" button to attach to an automated email *(Doesn't work on all systems)*
- Fax: 678-298-4101
- Email: After completing form scan to [registration@agcga.org](mailto:registration@agcga.org).

Cancellation Policy: Cancellation requests must be received in writing via email at least 7 business days before the training. In those circumstances, registration fees will be refunded, minus a 10% processing fee. Cancellation requests received less than 7 business days before training cannot be refunded. The request must be sent in writing via email to [parham@agcga.org](mailto:parham@agcga.org). Substitutions are encouraged and can also be request via email to Cindy Parham. Confirmation to registered participants will be provided prior to the event via email.