

NEWS RELEASE
For Immediate Release
Contact: Heather Hawes
630.772.1022
heatherh@ConstructionMarketingAssociation.org

Advertising Best Practices for Construction – Webcast

Naperville, IL—January 28, 2013—A webcast entitled *Advertising Best Practices for Construction* will be presented Thursday, April 18, 2013 at 1 PM CST by the Construction Marketing Association (CMA).

CMA Chairman Neil Brown will share results of a national survey on advertising in the construction category, along with examples of print and digital advertising, and media planning tips. In addition, CMA STAR Award winners for the advertising category will be reviewed. CMA seeks panelists with advertising examples for the program.

“For bigger construction brands, advertising is still the largest budget item,” explains Neil M. Brown. “Very little information exists regarding advertising best practices, until now with our national survey.”

To **register** for the free *Advertising Best Practices for Construction Webcast*, link to: http://www.constructionmarketingassociation.org/CMI_Events.cfm. To take the **Advertising Construction Products and Services Survey**, link to: <http://www.surveymonkey.com/s/P2Q2PL3>

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ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. CMA sponsors the annual Construction Marketing STAR Awards, and the Certified Construction Marketing Professional (CCMP) program. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the award-winning [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [Google+](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-868-5061.

ABOUT Neil M. Brown



Neil Brown is Chairman of the Construction Marketing Association. He has been CEO of numerous marketing consulting and creative agencies for the past 15 years, managing some of the biggest brands in the construction sector including Emerson Electric, USG and Bosch Tools. Prior to the agency-side, Brown was a brand manager at electrical products marketing powerhouse IDEAL Industries, and later CMO of an architectural metals manufacturer. Neil is a frequent speaker, author and contributor to *BtoB* magazine, *Advertising Age*, *Marketing Week* and the Construction Marketing Blog. He holds a BS–Marketing Cum Laude from Southern Illinois University, and an MBA from Northern Illinois University. In 2012, he published the book, *Tools of the Trade: Modern Marketing for Construction Brands*.

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