

NEWS RELEASE
For Immediate Release
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Marketing Plans for Construction Brands—Webcast

Naperville, IL—September 20, 2012—A webcast entitled *Breakthrough Marketing Plans for Construction Brands* will be presented Tuesday, November 13, 2012 at 1 PM CST.

Sponsored by the Construction Marketing Association (CMA), Neil M. Brown, CMA Chairman, will share marketing planning tips and checklists, along with breakthrough strategies for success in 2013. In addition, the results of the **2013 Marketing Outlook Survey**, including planning and budgeting, will be presented. The national survey will identify budget trends, top marketing priorities, and plans for key tactics for the coming year as a benchmarking tool for construction marketers. CMA seeks to recruit additional panelists for the program.

“To grow in a soft construction economy, effective marketing strategy, planning and budgeting is more important than ever. Benchmarking survey results begins to provide insight into marketing trends that can be leveraged for success,” states Neil M. Brown.

To **register** for the free *Breakthrough Marketing Plans for Construction Brands* Webcast, link to: http://www.constructionmarketingassociation.org/CMI_Events.cfm. To take the **Marketing Outlook Survey**, link to: <http://www.surveymonkey.com/s/QWD6HRD>

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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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