

NEWS RELEASE
For Immediate Release
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Trade Show and Event Strategies for Construction Brands: Webcast July 17, 2012

Naperville, IL—May 16, 2012—A webcast from the Construction Marketing Association (CMA) will share tips and best practices for live trade show events, virtual events including webcasts, and networking events. The free webcast for members and non-members is scheduled for Tuesday, July 17, 2012, at 1 pm CDT.

Panelists include CMA member Bill Taylor, Director Creative Services for McGraw-Hill Construction, and CMA Chairman Neil M. Brown. McGraw-Hill Construction was recognized with multiple CMA STAR Awards for trade show exhibit design, graphics and event promotion.

"Trade shows and events are important marketing approaches for construction brands," states Neil M. Brown. "Significant financial investments are required for live events, and many marketers are not leveraging virtual events. For these reasons, sharing best practices coupled with nuances of the construction category will resonate with CMA members and marketers."

To **register** for the free *Trade Show and Event Strategies for Construction Brands* Webcast, link to: http://www.constructionmarketingassociation.org/CMI_Events.cfm.

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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 Bill Taylor

Bill Taylor is an award-winning Creative Director who currently holds the title, Director of Creative Services for McGraw-Hill Construction. His extensive experience includes marketing and brand stewardship for Architectural Record, Engineering News Record, Dodge Construction Data, Sweets Building Products and AGC Constructor in addition to a B to C career that included IBM, Canon, Bacardi and Japan Airlines. An evangelist of brand integration, Bill believes trade show and event strategies are an integral part of the overarching brand message. His trade show booths and event marketing have won multiple awards for creativity and strategy.

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 from Southern Illinois University, and an MBA from Northern Illinois University.

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