

NEWS RELEASE

For Immediate Release

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***Lead Generation Best Practices
for Construction Markets
Webcast December 15, 2010***

Naperville, IL—November 30, 2010—A webcast entitled Lead Generation

Best Practices for Construction is now open for registration on the Construction Marketing Association (CMA) website, [link here](#). The webcast is scheduled for Monday, December 15, 2010 at 12 pm CST.

The webcast will compare and contrast the two largest construction lead services: McGraw Hill's Dodge Reports and Reed Construction Data. In addition, other lead services will be shared including Bluebook, Service Magic, Angies List, Equipment Data Associates and more. Traditional sources of lead generation will be identified. Finally, the results of a (CMA) survey on lead generation will be reported.

Association Chairman Neil M. Brown will present and moderate the discussion that will include construction industry experts to be determined. A corresponding lead generation white paper will be available to webcast registrants.

"While there are many alternatives for lead generation in the construction industry, there has never been comprehensive and objective evaluations. Our members are asking for this, and we are delivering," explains Neil M. Brown.

To register for the Free Marketing Planning 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. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

ABOUT THE MODERATOR

Neil M. Brown is Chairman of the Construction Marketing Association, and Chief Marketing Officer (CMO) of Construction Marketing Advisors. Prior to these roles, Brown was CEO of numerous marketing consulting and creative agencies for the past 15 years, managing some of the biggest brands in the construction sector. Brown was a brand manager at electrical products marketing powerhouse IDEAL Industries, and later CMO of an architectural metals manufacturer. Neil earned an MBA from Northern Illinois University, and a BS-Marketing from Southern Illinois University. Neil is a frequent speaker, author and contributor to *Advertising Age*, *BtoB* magazine, *Marketing News* and many other publications.



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