

NEWS RELEASE
For Immediate Release
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Marketing Planning for Construction ***Webcast October 15, 2010***

Naperville, IL—October 1, 2010—The Construction Marketing Association (CMA) announces a Webcast: Marketing Planning Best Practices for Construction on Friday, October 15, 2010 at 12 pm CST.

The free webcast will discuss three (3) different types of marketing plans, how to establish marketing budgets, and share a comprehensive marketing planning checklist. In addition, the exciting results of the 2011 Marketing Outlook Survey will be presented by [Neil M. Brown](#), Chairman of the Construction Marketing Association. The national survey to the construction market identified budget trends, top marketing priorities, and plans for key tactics for the coming year as a benchmarking tool for construction marketers.

"In this difficult construction economy, effective marketing planning and budgeting is more important than ever. Understanding and leveraging marketing trends can also support improved marketing results. This webcast begins to address what marketers in construction categories should be considering," states 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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