

All-New, 4-Part Virtual Seminar Starts March 12th!

# PROJECT MANAGEMENT ESSENTIALS

## FOR A/E PROFESSIONALS

with Jerry Novacek, P.E.

### Participants will learn:

- ▶ An introduction to project management
- ▶ Defining the roles and responsibilities of the *new* project manager
- ▶ Marketing processes and tools for the project manager
- ▶ Project communication and change management
- ▶ Client management

No travel time or expense!  
ZweigWhite Virtual Seminars put  
everything at your fingertips.



Registered with:



Register online today at [www.zweigwhite.com/go/pmessentials](http://www.zweigwhite.com/go/pmessentials)

# PROJECT MANAGEMENT ESSENTIALS FOR A/E PROFESSIONALS

We all know that our A/E/P and environmental consulting firms' success or failure rides on whether or not we manage projects well. We all know that project managers in our industry are busier than they've ever been. We all know that running our clients' projects more smoothly will guarantee us more repeat business. We all know the importance of a strong marketing campaign to help win projects. We all know that project managers truly want to know how they can manage projects more efficiently and stop wasting time. And we all know that virtually every firm is feeling the pressure to either hire or develop more project managers. So, if we all know these things, why do we drag our heels when it comes to getting the education that will help us succeed?

***Project Management Essentials for A/E Professionals*** is a four-part virtual seminar designed specifically to cover everything new and experienced project managers alike need to know to get on the road to success and stay there. Based on ZweigWhite's successful *Turning Technical People into Project Managers* seminar and ZweigWhite's 2006 *A/E Project Management Fundamentals* virtual seminar series, this new virtual seminar allows your people to **improve their project management skills from the comfort of their own office.**

#### Who should attend?

- Architects and engineers who are ready to make the leap from team member to project manager
- Newly assigned project managers
- Experienced project managers looking to enhance their skills
- Those responsible for training project managers

#### What you'll learn:

An introduction to project management, the roles and responsibilities of the project manager, marketing processes and tools, project communication and change management, and client management— it's all covered in these four intensive programs. Each program begins with an explanation of concepts, backed up with concrete examples from real A/E projects. Then, we open up to 30 minutes of interactive question-and answer-discussion. A complete outline of the session is provided in a handout for all attendees.

#### How it works:

All you need is an Internet-ready computer and a telephone. For one low connection fee, you and your team receive a toll-free telephone call-in number, secure conference access code, and a web link to join each live, streaming presentation event. With just a single click, our webinar service sets everything up on your computer. There are no presentations to download or print out. Everything you need is at your fingertips. Participate in your office's conference room or from the comfort of everyone's desk. For firms with more than one office location, we offer a special multi-location registration fee which gives your office, plus unlimited additional locations, access to each event.

Prior to each session, you will receive an email containing a web link and telephone number for you to distribute to your staff. And at the conclusion of the four sessions, you'll even receive a CD-ROM that includes video recordings of all four sessions as well as all the presentation slides. You can keep the CD-ROM and use it as a continuous learning tool long after the program has ended! There's no travel expense, there's no time away from the office.

#### About ZweigWhite

ZweigWhite provides the business insight and expertise that helps architecture, engineering, planning, and construction firms reach their potential. Turn to us for specialized consulting, research, education, and media organization devoted to making companies like yours more successful.



Registered with:



## Who should attend

- Architects and engineers who are ready to make the leap from team member to project manager
- Newly assigned project managers
- Experienced project managers who would like a refresher
- Those responsible for training project managers

## To Enroll

Cost per connection for all 4 sessions is only \$595\* (you and your office) or \$995\*\* for unlimited connections (for your entire firm). A CD-ROM recording of the entire seminar is included with every registration.

\* Only \$495 if you register before 2/16!

\*\* Only \$895 if you register before 2/16!

• **Phone:** 1-800-466-6275

### • Mail:

ZweigWhite  
One Apple Hill Drive  
Natick, MA 01760

• **Fax:** 1-800-842-1560

### • Online:

[www.zweigwhite.com/go/pmessentials](http://www.zweigwhite.com/go/pmessentials)

## Session 1, March 12, 2007: Introduction to project management / defining roles and responsibilities

### *Introduction to Project Management*

- A. What is project management?
- B. What are the biggest project management challenges?
- C. What are the biggest project management complaints?
- D. Three project manager models
- E. Reasons for project losses
- F. Q & A

### *Defining the roles and responsibilities of a new project manager*

- A. Leadership skills of the project manager
- B. Management skills of the project manager
- C. Communication skills of the project manager
- D. Project manager's marketing role
- E. Project manager's technical role
- F. Project manager's business role
- G. Q & A

## Session 2, March 13, 2007: Marketing for the project manager

- A. Marketing and the project manager
- B. Marketing processes and tools
- C. Positioning and branding
- D. Lead development
- E. Cold calling
- F. Sales process
- G. What is a "Killer Presentation?"
- H. Ways to improve maintenance marketing
- I. Replacement marketing process
- J. New growth marketing process
- K. Q & A

## Session 3, March 19, 2007: Project communication and change management

- A. Project administration and a good communication plan
- B. 48 management and communication skills
- C. 12 key management and communications skills: *writing, computer, verbals, non-verbals, telephone, templates/formats, time management, delegating, supervising, documenting, listening, and meetings*
- D. Key management concepts
- E. Q & A

## Session 4, March 20, 2007: Client management / conclusion

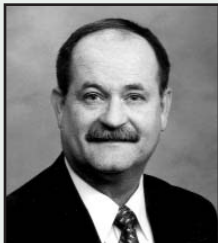
### *Client management*

- A. Who is the client?
- B. Clients are individuals
- C. Clients have pressures
- D. Why clients use consultants
- E. What clients value in consultants
- F. What clients value in project managers
- G. What consultants can do for client loyalty
- H. Client "dos and don'ts"
- I. Client "to do" list
- J. Q & A

### *Conclusion*

- A. Wrap-up
- B. 30 steps to improve project management
- C. Final Q & A
- D. Evaluation and feedback

## Instructor:



**Jerry Novacek, PE**  
President,  
NovaConGroup

Jerry is president of NovaConGroup, Olathe, Kansas. He provides business and operations management consulting, personal and professional career development, and project practitioner services for design and construction companies throughout the United States.

Jerry's 25 years of experience includes serving as director and partner for three *ENR* top 500 design firms, as director for one of

the *ENR* top 10 design-construction firms, and as a management consultant with ZweigWhite. His design and construction experience spans the globe and includes projects in over 40 states, eight countries on three continents.

Jerry received his Master of Science and Bachelor of Science degrees in engineering from the University of Nebraska in Lincoln, Nebraska.

## Questions?

Contact a ZweigWhite research consultant at 1-800-466-6275

## 6 PDHs Available!

Contact Ian Taylor at  
1-800-466-6275 or  
[itaylor@zweigwhite.com](mailto:itaylor@zweigwhite.com)



## Registration Form

### Project Management Essentials for A/E Professionals

a 4-part virtual seminar with Jerry Novacek, PE — March 12, 13, 19, and 20, 2007.  
(All sessions run from 2:00-3:30 PM ET)

**YES! Please register my firm for *Project Management Essentials for A/E Professionals*** ZweigWhite will e-mail a telephone number, passcode, and agenda in advance of the seminar.

#### Number of locations participating

- One connection for my firm \$595 (*\$495 if you register before 2/16!*)  
 Unlimited connections for my firm \$995 (*\$895 if you register before 2/16!*)

#### Payment Method:

- My check is enclosed    Charge my credit card:  
 VISA    MasterCard    American Express

CARDHOLDER

ACCOUNT NUMBER

EXPIRATION DATE

SIGNATURE

Phone 1-800-466-6275   Fax 1-800-842-1560

*Or return this completed order form to*

ZweigWhite | One Apple Hill Drive | Suite 2 | Natick, MA 01760

## Register today!

DATE: Program begins March 12, 2007 and continues through March 20, 2007

COST: \$595\* for one connection  
\$995\*\* for unlimited connections  
(same firm)

REGISTER: 1-800-466-6275  
Use the form below  
or register online at:

[www.zweigwhite.com/go/pmessentials](http://www.zweigwhite.com/go/pmessentials)

\*Only \$495 if you register before 2/16!

\*\*Only \$895 if you register before 2/16!

#### Attendee Information:

NAME	TITLE	
<input type="text"/>		
FIRM	<input type="text"/>	
STREET ADDRESS		
<input type="text"/>		
CITY	STATE	ZIP CODE
<input type="text"/>		
PHONE	<input type="text"/>	
E-MAIL ADDRESS		
<input type="text"/>		
SIZE	<input type="text"/>	

promo F2632

Register online today at [www.zweigwhite.com/go/pmessentials](http://www.zweigwhite.com/go/pmessentials)

*See inside for more details*



One Apple Hill Drive  
Suite 2  
Natick, MA 01760