

BONUS: Each workshop participant receives a copy of Jerry's new book, *The Insider's Guide to Marketing Green Buildings*, \$145 retail price.

"The Insider's Guide provides a just-in-time tool for those wanting to understand how marketing professionals assess markets and opportunities. Even better, it provides practitioners with insights and tools to help them 'make the sale' to clients."

Christine Ervin, former CEO
US Green Building Council

The 2005 Insider's Workshop

MARKETING GREEN BUILDINGS



Presented by
Jerry Yudelson
PE, MS, MBA, LEED AP

Start the New Year by fine-tuning your marketing engine!
Get ready for a fast-paced, informative half-day with one of the nation's leading green building marketing experts!

ABOUT THE PRESENTER

Recently honored at the 2004 *Better Bricks* awards as "Green Building Advocate" of the year and named by *Sustainable Industries Journal* as one of 25 top green building leaders in the Northwest, Jerry Yudelson is marketing and sustainability director for a large consulting engineering firm. He is a national LEED faculty member for the US Green Building Council and has taught the LEED system to more than 1,500 people over the past four years. He has also taught marketing, business strategy and public relations in two MBA programs since 1997.



WHO SHOULD ATTEND

- Professional service firms: architects, engineers, interior designers, landscape architects
- Contractors, construction managers and subcontractors
- Developers, finance and real estate professionals
- Product manufacturers, reps and distributors
- Marketing and business development professionals engaged in the green building industry

WHAT YOU WILL LEARN

- Current size and growth rates of the green building market
- Projections for 2005 to 2010, based on marketing diffusion theory
- Lessons learned from current success stories, illustrating core marketing principles
- Client/customer identification and needs
- Best practices for marketing green products, design and construction services
- The STP approach to marketing green buildings, services and products
- Answers to your questions, and much, much more!

HOSTED BY

DATES

COST

TO REGISTER

MORE INFORMATION

CASCADIA REGION GREEN BUILDING COUNCIL



Seattle: **Tuesday, January 25, 2005, 8:30 AM to 12 Noon**
Lease Crutcher Lewis, 107 Spring Street

Repeated in

Portland: **Thursday, January 27, 2005, 8:30 AM to 12 Noon**
Ecotrust, 721 NW Ninth Avenue, 2nd floor

USGBC/CaGBC Members: \$165 early \$185 after January 14th
Non-members: \$175 early \$200 after January 14th

CLICK FOR SEATTLE

CLICK FOR PORTLAND

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