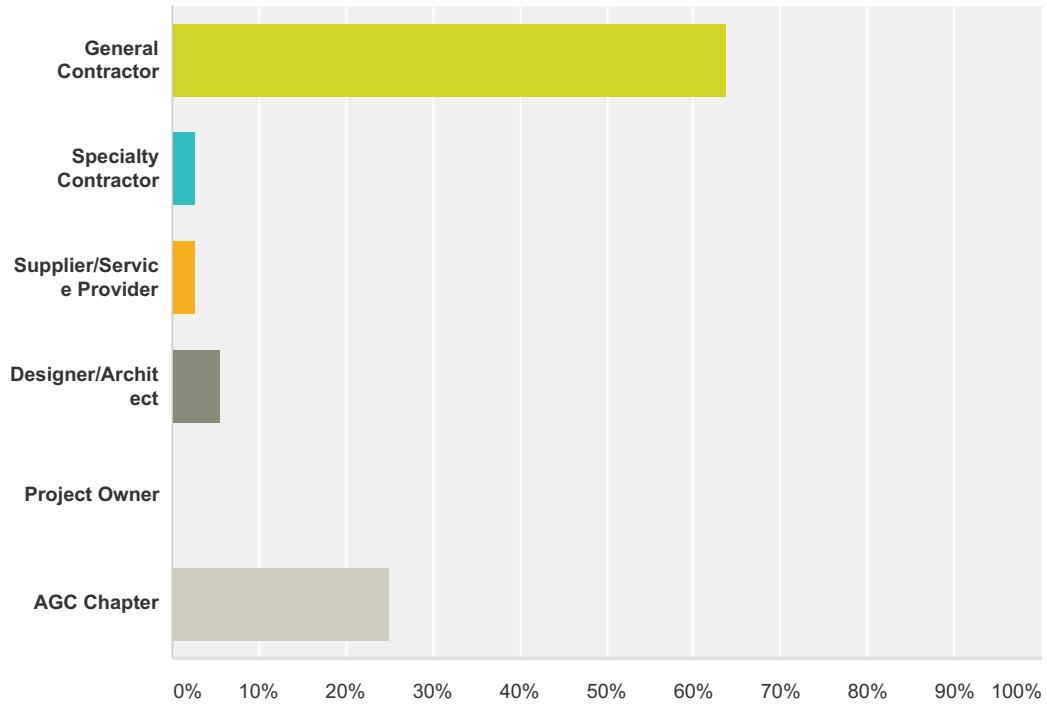


Q1 What is your company type?

Answered: 36 Skipped: 0

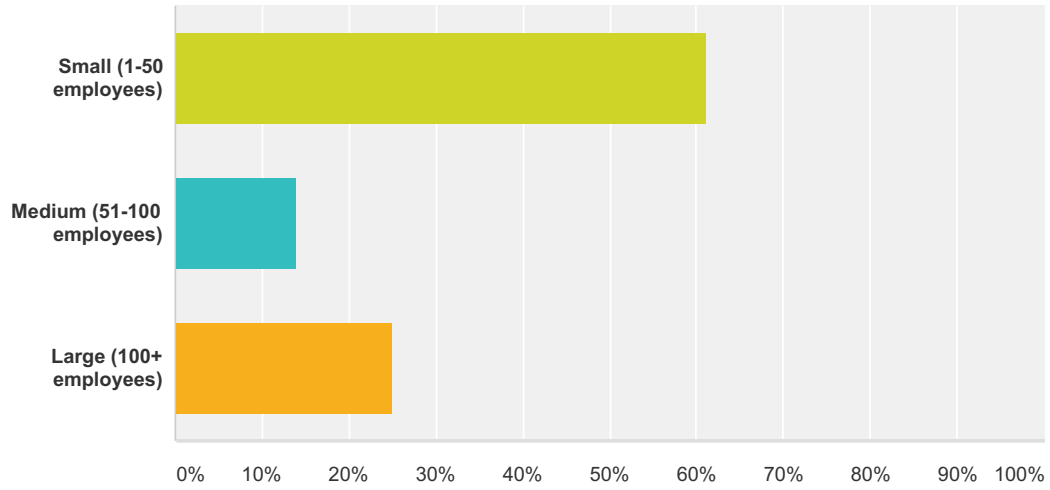


Answer Choices	Responses	
General Contractor	63.89%	23
Specialty Contractor	2.78%	1
Supplier/Service Provider	2.78%	1
Designer/Architect	5.56%	2
Project Owner	0.00%	0
AGC Chapter	25.00%	9
Total		36

#	Other (please specify)	Date
1	Construction Manager/Consultant	8/15/2013 9:43 AM
2	Architect/Construction Manager	8/15/2013 9:31 AM

Q2 What is your company size?

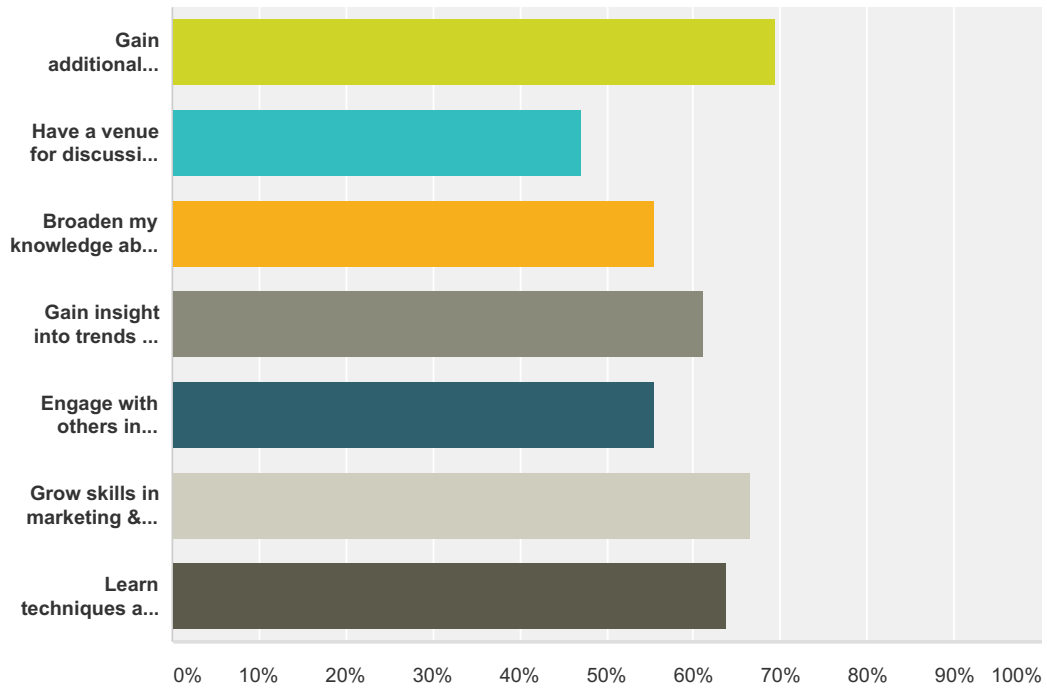
Answered: 36 Skipped: 0



Answer Choices	Responses
Small (1-50 employees)	61.11% 22
Medium (51-100 employees)	13.89% 5
Large (100+ employees)	25.00% 9
Total	36

Q3 What was your primary motivation for joining the Forum? (Check all that apply.)

Answered: 36 Skipped: 0

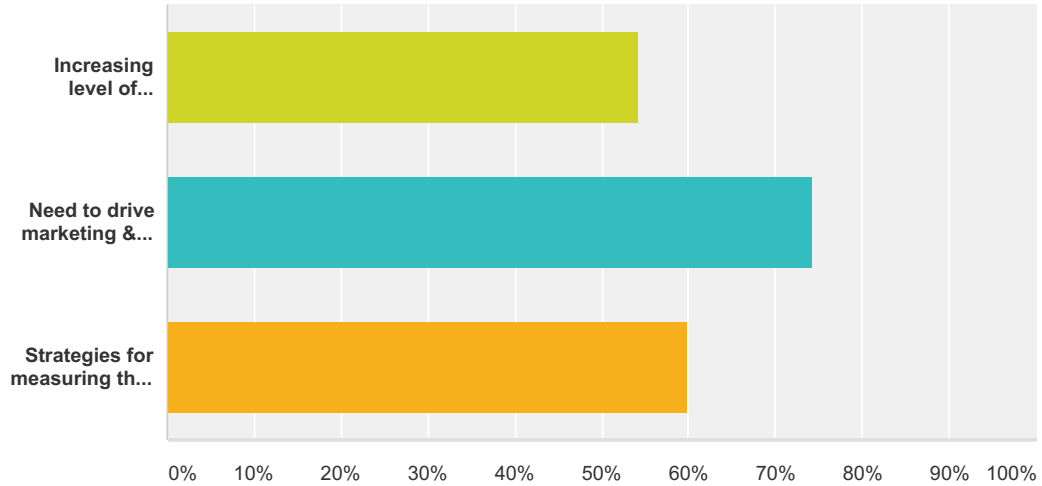


Answer Choices	Responses
Gain additional knowledge on industry best practices	69.44% 25
Have a venue for discussion and sharing great ideas	47.22% 17
Broaden my knowledge about marketing & business development	55.56% 20
Gain insight into trends and impacts, impacting the industry	61.11% 22
Engage with others in exploring new ideas, market trends, customer preferences, etc.	55.56% 20
Grow skills in marketing & business development	66.67% 24
Learn techniques and tools for marketing	63.89% 23
Total Respondents: 36	

#	Other (please specify)	Date
1	Many of the above	8/9/2013 12:34 PM

Q4 What key marketing & business development trends are most impacting you and your firm? (Check all that apply.)

Answered: 35 Skipped: 1



Answer Choices	Responses
Increasing level of competition	54.29% 19
Need to drive marketing & business development into the culture of our firm—get more people engaged	74.29% 26
Strategies for measuring the results of our marketing & business development efforts	60.00% 21
Total Respondents: 35	

#	Other (please specify)	Date
1	Membership solicitation and retention	8/15/2013 1:36 PM
2	Keeping Current	8/15/2013 9:43 AM
3	Non traditional contracting methods & increase in number of private negotiated work	8/9/2013 2:12 PM

AGC Construction Marketing Forum Visioning Survey

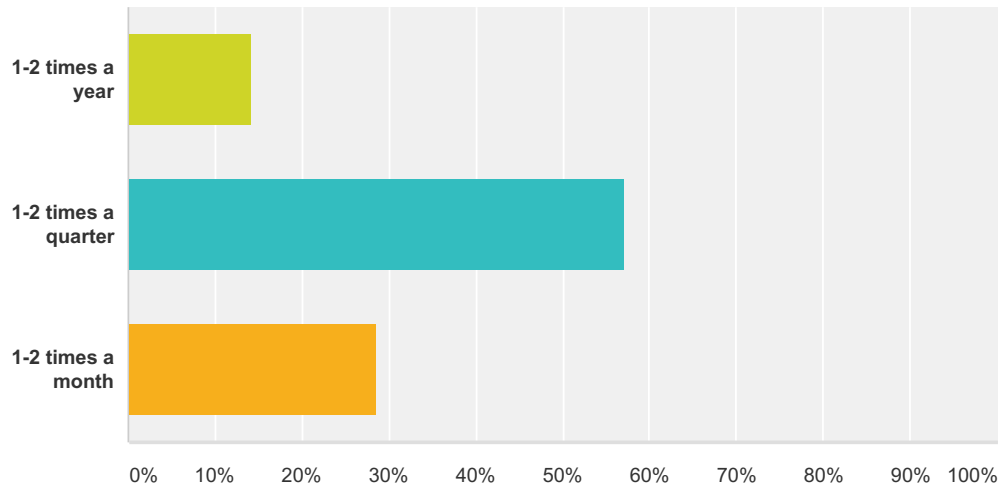
Q5 What are the top three things that the Forum can do to add greater value to you and your firm?

Answered: 16 Skipped: 20

#	Responses	Date
1	Engage/share in more lessons learned. Good bad and ugly Keep us current on new trends with proposals, interview medium and styles, etc.. Continually discuss ways to improve business development and motivate people to sell	8/21/2013 11:29 AM
2	1. Bring together marketing and business development professionals on a regional, non-competing, like-sized firm setting in roundtable or mini-association groups. 2. Offer best practice ideas in all aspects of construction marketing leadership and operations. 3. Get more people involved.	8/20/2013 11:59 AM
3	Give me insight, understanding and knowledge.	8/19/2013 3:13 PM
4	examples of marketing tools information on success of marketing campaigns	8/19/2013 8:58 AM
5	Two day events for more in depth discussions. Real life results of what has actually worked. Firms that market or serve just the construction industry.	8/19/2013 8:49 AM
6	Provide a sounding board for ideas Provide ideas that we aren't utilizing Maintain easy accessibility	8/15/2013 5:06 PM
7	Question 3 best answers this question as far as priorities	8/15/2013 1:36 PM
8	Encourage people to begin conversations about topics that are probably of interest to many. The AGC forums I subscribe to don't seem to be very active.	8/15/2013 10:40 AM
9	Tools for younger BD personnel Technical advances in delivering message Latest presentation methods	8/15/2013 9:43 AM
10	Social media implementation in construction. New applications of traditional GC services.	8/15/2013 9:33 AM
11	I utilize the HR Forum regularly. I appreciate that on the AGC website there are templates and examples of what other firms are using and that the forum has active users so when you post a question you get a quick response.	8/12/2013 12:36 PM
12	Educate Feedback Interact	8/9/2013 12:34 PM
13	Provide forum for sharing industry best practices. Keep us current on trends in marketing and contractor selection. Provide forum for sharing marketing and business development resources	8/9/2013 9:44 AM
14	1. Provide info on what's working in Business Development now. 2. Provide a forum for discussion of current BD trends. 3. Examine likely future BD trends.	8/9/2013 9:13 AM
15	1. Discuss dealing with less than ethical practices of competition 2. New ideas, software, consultants, etc. 3. Discuss what's beneficial vs. a waste if time & money	8/9/2013 9:06 AM
16	Don't allow others to reply to all. I hate when you get 30 emails on the same thread with the same answer the person before gave. Make sure that ideas are new and sound Stay away from webinars, the are old stale and have become nothing more than a long sales pitch.	8/9/2013 8:53 AM

Q6 What is the right level of communication to the Forum?

Answered: 35 Skipped: 1

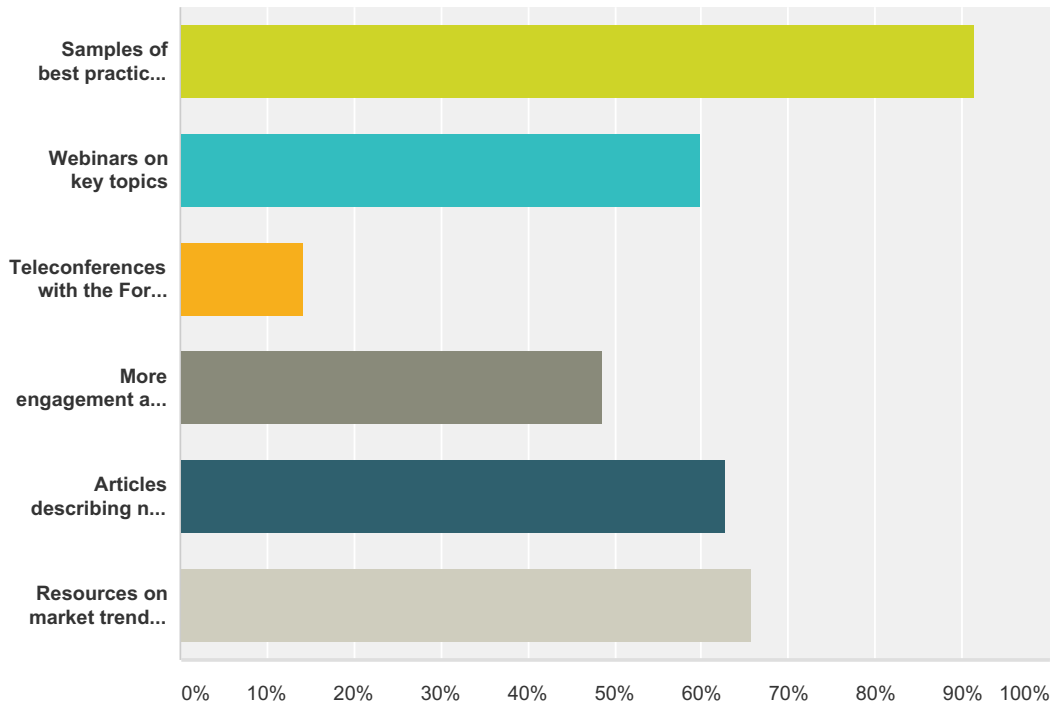


Answer Choices	Responses
1-2 times a year	14.29% 5
1-2 times a quarter	57.14% 20
1-2 times a month	28.57% 10
Total	35

#	Other (please specify)	Date
1	first time	8/19/2013 3:13 PM

Q7 What tools and resources would have the most value to you?

Answered: 35 Skipped: 1



Answer Choices	Responses
Samples of best practice tools and techniques other firms are using	91.43% 32
Webinars on key topics	60.00% 21
Teleconferences with the Forum to discuss current issues	14.29% 5
More engagement at convention and conferences on marketing & business development topics	48.57% 17
Articles describing new ideas and techniques	62.86% 22
Resources on market trend information & the changing needs of clients	65.71% 23
Total Respondents: 35	

#	Other (please specify)	Date
1	Many of the above	8/9/2013 12:34 PM

Q8 What else would you like to communicate to the AGC Construction Marketing Forum Steering Committee as they finalize the plan for the future?

Answered: 8 Skipped: 28

#	Responses	Date
1	Thank you!	8/20/2013 11:59 AM
2	I don't know what I don't know?	8/19/2013 3:13 PM
3	Increasing participation in the forum so when we post a question we get a good response.	8/12/2013 12:36 PM
4	Be sure to consider info that pertains to self performing general contractors (not just building contractor / CM's)	8/9/2013 2:12 PM
5	Lets keep alive! Stay in touch with members and keep them involved as participants, not as an audience .	8/9/2013 12:34 PM
6	The Forum is a great asset to AGC members. Whatever can be done to facilitate the sharing of good BD ideas would be helpful. Perhaps a BD best practices database could be developed.	8/9/2013 9:13 AM
7	Develop a message to owners for standard practices (RFPs RFQs etc)	8/9/2013 9:06 AM
8	Lets actually get something going.....	8/9/2013 8:53 AM