

I. Vision/Mission

Be a valuable resource to AGC member contractors, from all divisions, for actionable information and tools that help improve business development and marketing programs and results.

II. Structure

- A. The Forum Steering Committee and AGC Staff will be responsible for implementing the strategic plan and providing oversight of all related objectives, initiatives, and activities.
- B. Steering Committee “Champion(s)” will be assigned to specific and actionable objectives and initiatives and will be responsible for successful execution.
- C. Should a Champion(s) determine that assistance and/or contribution is needed from the Forum membership, he/she can make a request to the Steering Committee for the advertisement and creation of a taskforce for the specific purpose and scope requested.
- D. The Forum Steering Committee will meet 10 +/- times per year, with 1 or 2 of those meetings being held in-person at AGC events.

III. Measurables & Metrics

- A. Forum membership and active-contributor counts
- B. Membership feedback and input
- C. Forum website traffic and utilization
- D. LinkedIn Group members and activity
- E. Business Development Best Practices Series Articles readership
- F. Webinar attendance and reviews
- G. AGC conference events attendance and feedback



IV. Objectives and Initiatives

- A. Forum communication and engagement
 - Increase Forum membership and brand awareness
 - Establish & maintain a list of members that have expressed interest in contributing
 - Gather feedback from members on the performance of the Forum
 - Consider creation and implementation of a periodic Forum newsletter/email
 - Increase LinkedIn and Twitter communications
 - Establish a means for member discussions and dialogue
 - Conduct a new survey of Forum membership (last done in 2012)
- B. Forum website
 - Promote the site and available content
 - Identify and implement additions, updates, and improvements
- C. Business Development Best Practices Series Articles
 - Develop backlog and release one new article per month
 - Improve/increase dissemination
- D. Business Development webinars
 - Develop and advertise 2 original webinars per year
 - Advertise related webinars from other sources
- E. Other written content
 - Provide members with periodic industry reports, case studies, survey results, etc.
- F. SMPS collaboration
 - Establish relationship structure and protocols
 - Develop and implement opportunities for collaboration and information sharing
- G. AGC conferences and events
 - Encourage attendance from Forum members
 - Contribute program content as requested by AGC Leadership

V. Membership Survey (2012): Why did you join the Business Development Forum?

Gain additional knowledge on industry best practices	69.4%
Grow skills in marketing & business development	66.7%
Learn techniques and tools for marketing	63.9%
Gain insight into trends and impacts, impacting the industry	61.1%
Broaden my knowledge about marketing & business development	55.6%
Engage with others in exploring new ideas, market trends, customer prefs, etc.	55.6%
Have a venue for discussion and sharing great ideas	47.2%