LET US INTRODUCE OURSELVES:

MEET OUR TEAM OF SPEAKERS



WENDY Simmons

Wendy is the founder of Middle of Six and the host of The Shortlist, an awardwinning podcast about all things A/E/C marketing. She was recognized as Marketer of the Year in 2022 by SMPS Seattle.



MELISSA Richey

As principal marketing strategist at Middle of Six. Melissa leverages 20 years of A/E/C marketing and business development experience to and craft brands and messaging that resonate in an increasingly competitive environment.



ALLISON Tivnon

Allison is a senior marketing strategist and the author of Marketing at Low Tide: How to Recession-Proof Your Marketing Department. She presents at events, conferences, and in webinars for SMPS. APWA, ACEC, and AGC.

✓ WEBINARS

✓ CONFERENCES

✓ IN-PERSON TRAINING

✓ RETREATS & SUMMITS

LOOKING FOR A FRESH PERSPECTIVE?

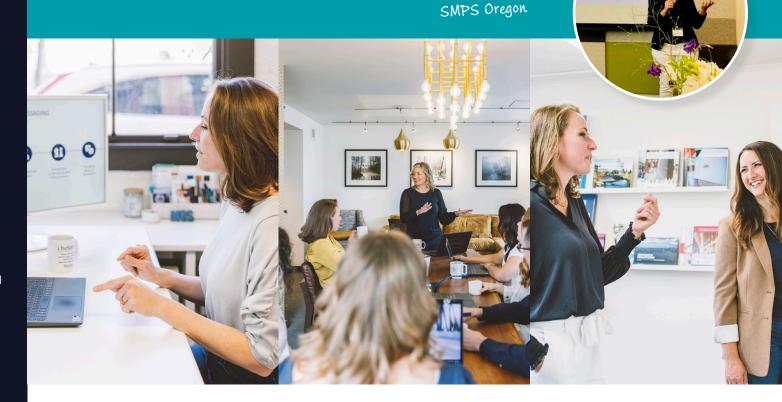
Book Middle of Six for Your Next Conference or Training Event!

As former in-house marketers, we understand the multiple hats teams wear and the variety of skills needed for success in the A/E/C industry.

Middle of Six's leadership team has provided one-on-one strategic coaching to over 100 firms and has developed relevant, tactical, interactive content for groups of any size.

Whether you need a fresh voice for in-house training or a keynote speaker at your next conference, we'd love to learn more!





MIDDLE of SIX

MIDDLE OF SIX **PRESENTATIONS**

HAVE INCLUDED:

PROPOSAL WRITING:

Training Your Technical Staff

YOU'VE BEEN SHORTLISTED!

...Now What??

CLIENT PSYCHOLOGY:

TURNING STRAW INTO GOLD:

How to Use Online Research in Your Pre-Positioning

MARKETING AT LOW TIDE:

How to Recession-**Proof Your Marketing** Department

What People Are Saying:

"Had a few 'lightbulb' moments and pages of notes to bring back to my team."

"Sometimes these topics can be hard to keep your attention but I was interested the whole time!"

"I wanted to make sure I remembered everything she said! I have already started using her suggestions in my proposals."

Recent Middle of Six appearances at conferences and industry events!



A few of the organizations we've collaborated with:











