

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 award-winning 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 UNIQUE PERSPECTIVE?

Book Middle of Six for Your Next SMPS Educational 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!

Drop us a line at hello@middleofsix.com

Wendy at SMPS Oregon



MIDDLE OF SIX PRESENTATIONS

HAVE INCLUDED:

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YOU'VE BEEN SHORTLISTED!

...Now What??

PROPOSAL WRITING:

Mastering the Art of Training Your Technical Staff

CLIENT PSYCHOLOGY:

How Perceptions Affect Proposals and Interviews

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:

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

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

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

Recent Middle of Six appearances at conferences and industry events!



Ready to schedule your upcoming presentation? Email us at hello@middleofsix.com

A few of the organizations we've collaborated with:

