



AEC CEO ROUNDTABLE • Tel. (214)353-9333 • PO Box 670101 • Dallas, Texas 75367

**The AEC CEO Roundtable is the place to [get smart](#),
[get known](#) and [get business](#).**

The Architect, Engineer & Contractor CEO Roundtable is held twice a year in each of the following Texas markets: Austin, Dallas, Houston and San Antonio. Each Roundtable is two hours in length and centered around a theme and format that members choose. Following the Roundtable, participants have the option to partake in a series of three, one-hour, monthly, teleforums which will take the discussion from the Roundtables to the next level. Lastly, the AEC CEO Roundtable website links leaders of the top AEC firms in Texas and disseminates the collective knowledge inventory gathered at all of the Roundtables.

Objectives of the AEC CEO Roundtable

Get Smart

The Roundtable empowers you with just-in-time knowledge from your peers across industry disciplines enabling your firm to broaden & widen its vision, get ahead on issues and make changes happen through a vertical approach, e.g. collaboration between architects, engineers, contractors and specialty contractors.

Get Known

The Roundtable delivers the opportunity to network more effectively with fellow CEO's in an exclusive, intimate, interactive environment and take part in conversations that normally do not occur.

Get Business

A small number of firms are involved in a majority of the higher quality, more profitable projects. Those types of firms tend to gravitate towards the AEC CEO Roundtable and similar, national Roundtables.

How Do You Measure the ROI of Roundtable Membership?

Increased Marketing Effectiveness – You are able to validate your thoughts on a project you are selling to a client and you win an extra project per year. What is that worth?

Increased Risk Avoidance – You learn about specific contract language and avoid spending ten hours unwinding a problem caused by the language later down the road. How does that impact you?

Increased Intimacy of Your Business Relationships – On a scale of 1-10 how strong was your relationship with a colleague (knowledge of their business, how they think, personal life, etc...) before the Roundtable and on a scale of 1-10 how strong is it now?

What Exactly Do You Receive as a Member?

- Access to nine Roundtable forums per year in your city with a like-minded group of peers that is delivered by a professional facilitator (2 Roundtables, 6 teleforums and the Texas AEC CEO Super Roundtable amounts to ~\$125 per meeting).
- Access to your peers from firms in Texas and the knowledge inventory they generate on issues important to you.
- Access to a “souped-up” communication channel you can use to leverage the best minds in the state in a laser, practical manner to [get smart](#), [get known](#) and [get business](#).