

## **The Society of Marketing Professional Services (SMPS) Educational Workshop on *Business Generation Through the Use of Technology***

Lavidge Interactive will be taking part in an educational workshop on the use of technology with today's businesses. In April, marketing directors from architecture, engineering and construction industries in Arizona will be gathering to hear Ben Smith, and several other business experts, speak of their familiarity with technology in present day business ventures. Ben Smith will be sharing his knowledge on technology from his experience as the Director of Interactive Marketing at The Lavidge Company.