



GOING FOR GOLD

how to build a reputation as an AEC industry safety leader

Hi Shelby,

Happy New Year!

It may be an Olympics year (Paris 2024, we see you!), but professionals in the world of architecture, engineering and construction are used to a high level of competition every year — including competing against their own safety record.

We all know safety is paramount, and building a *reputation* as a safety leader is a highly effective way to set your AEC firm apart from the pack. Not only must company leaders create a culture that emphasizes safety, but they must sustain it.

Check out Marja's latest blog post to learn eight tips on how firms that focus on safety can benefit from this reputation and attract top-tier talent. See you at the podium!

Cheers,

Steven

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[Shutting the revolving door: how AEC firms can leverage marketing for employee retention](#)

AEC firms are no strangers to labor woes, and the tide doesn't seem to be turning, at least not immediately. Between a lagging interest in the skilled trades and many industry professionals approaching retirement, the next few decades may look intimidating. Our blog post dives into how marketing can impact employee retention, as well as six actionable steps to investing in your organization's talent pool.



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For architecture, engineering and construction firms seeking an agency partner, expertise matters. If an agency primarily works with AEC clients, its marketers and public relations professionals know the industry inside and out, including its key publications, hot trends and technical subject matter.

Spill the Ink Podcast



Building genuine connections as business developers and marketers

[Building genuine connections as business developers and marketers](#)

Professional interactions that feel like one-off transactions will only get you so far. Authentic connections are the true keys to success in business development and marketing.

In this episode, Michelle Hamilton, VP of Business Development at Vessel Architecture, talks about how BD and marketing complement each other and how to make genuine connections that go beyond transactional interactions. She and Michelle Calcote King discuss industry trends, including artificial intelligence (AI) and LinkedIn videos. Hamilton also opens up about her background as a glass sculptor and her recent ADHD diagnosis.

Happy New Year!



As we jump into a new year, it can be hard to let the holidays go.

If you are still dusting tinsel off your shelves and enjoying a those few final cookies Santa left behind, you're not alone!

[Our 2023 holiday video](#) is one of our favorites. If you haven't had a chance to watch it yet, enjoy!

<p>ABOUT US:</p> <p>Reputation Ink is a public relations and content marketing agency focused on all sizes build their reputations and generate new business with thought leadership marketing.</p>	<p>CONTACT US:</p> <p>Reputation Ink P.O. Box 13190 Jacksonville, FL 32206 904-374-5733 www.rep-ink.com</p>
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