

Get Ready, Get Set... Show!



Are shows in this year's marketing plan? How do you ensure success? Let the professionals at Watershed Marketing Group help with your success by teaching you to effectively market yourself before, during and after a show.

What do you get?

- Maximized impact
- Increased return on your event investment
- Happier, more productive booth staff
- New business leads = SALES!

"I learned many ways to promote our business, not only at the Show, but on a daily basis."

– L. M., Manufacturing Business Owner

"The training exceeded my expectations. I only wish I could have attended the morning course!"

– B. V., Independent Consultant

"The training was very well planned with step by step methods and executable procedures to improve the show."

– M. K., Complementary Health Services

Get Ready... Get Set...

Effective Show Strategies—Planning

This ½ day course focuses on pre-show planning and is ideal for sales and marketing managers and company owners.

By the end of this course you will have the skills to:

- Determine the best show for your company's needs
- Manage, plan and set goals for the show
- Effectively choose your booth design and location

Plus, we'll give you:

- Additional marketing opportunities and tips
- Cost and budget guidelines

Cost: \$249*

Time: 8:30 registration, 9:00-12:00 workshop

Dates and locations:

February 20, 2008 – Aurora Public Library

**Call for association discount*

Show!

Effective Show Strategies—Impact and Return

This ½ day course focuses on activity at the show and post-show follow up. It is a must-attend for all marketing managers and booth staff, plus the sales team responsible for lead follow up.

By the end of this course your booth staff will have learned strategies to:

- Professionally engage, qualify and disengage from show attendees
- Effectively use a lead qualification form

Plus, we will give you:

- Guidelines and strategies to build a cost-effective follow-up campaign

Cost: \$249*

Times: 12:30 registration, 1:00-4:00 workshop

Dates and locations:

February 20, 2008 – Aurora Public Library

March 26, 2008 – Aurora Public Library

**Call for association discount*

Register for both courses and join us for lunch. You'll also receive a gift certificate, redeemable for a 30-minute consulting session with the Watershed Marketing Group (valued at \$150)!