

The Media Savvy Marketing Seminar Series

Join us on the second Thursday of every month, January-October from 9 - 11AM
The Inn at Edgewater Acres
 7653 Edgewater Acres Circle
 Alexandria, PA 16611

Register today for the Marketing Seminar Series, a 10 course seminar for regional business owners and entrepreneurs. The courses will be taught by various marketing professionals who will help guide you from Marketing 101 to developing your own full marketing plan. The series is designed to provide a thorough understanding and application of marketing techniques, as it spans an impressive range of topics, including:

- 1/13/11 — Marketing 101** *General Principles of Marketing*
- 2/10/11 — Who Are Your Customers?** *Understanding Your Customers and Market Research*
- 3/10/11 — Customer Relationship Management** *Retaining and Expanding Your Current Customer Base*
- 4/14/11 — Effective Communication Methods** *Branding and Message Planning*
- 5/12/11 — Visualizing Your Message** *Logo Development and Graphic Design*
- 6/9/11 — Media Mix** *Incorporating Various Forms of Media Outlets, Webmarketing and Social Media*
- 7/14/11 — Putting on a Show** *Trade Shows and Special Events*
- 8/11/11 — How to Pay for It** *Developing a Budget and Overcoming a Communication Crisis*
- 9/8/11 — Measuring Your Marketing Success** *Tips and Tools to Calculate the Effectiveness of Your Campaign*
- 10/13/11 - Putting the Plan Together** *Wrap-up and Final Drafting of Marketing Plan*

Attend the entire series to receive a course certificate.
 A fee of \$135 for members* and \$235 for non-members applies those who attend all ten classes.



Please register for this event by the Monday before by filling out this form and faxing it back to the Chamber at (814) 643-1115, sending an email to mail@huntingdonchamber.com, or by visiting www.huntingdonchamber.com. If you are unable to attend, please cancel by the Monday before the event to avoid being charged for your reservation.

Business or Organization Name _____

Address _____

City, State, Zip _____ Phone _____

Name(s) of attendee(s) _____

Cost: Entire Series: \$135 x _____ member(s) = \$ _____ \$235 x _____ non-member(s) = \$ _____

Individual Courses: \$15 x _____ course(s) x _____ member(s) = \$ _____
 \$25 x _____ course(s) x _____ non-member(s) = \$ _____ **Total \$ _____**

Courses: For individual course registration, please check courses you will attend:

- | | | |
|---|--|---|
| <input type="checkbox"/> All Courses | <input type="checkbox"/> Effective Communication Methods | <input type="checkbox"/> How to Pay for It |
| <input type="checkbox"/> Marketing 101 | <input type="checkbox"/> Visualizing Your Message | <input type="checkbox"/> Measuring Your Marketing Success |
| <input type="checkbox"/> Who Are Your Customers? | <input type="checkbox"/> Media Mix | <input type="checkbox"/> Putting the Plan Together |
| <input type="checkbox"/> Customer Relationship Management | <input type="checkbox"/> Putting on a Show | |

Payment: Please check one: Payment enclosed (checks only) Invoice (available to members only)
 Credit card payments are now being accepted. To pay by card, register online or call the Chamber at (814) 643-1110.

* The term "members" refers to any member of Huntingdon County Business and Industry, Huntingdon County Chamber of Commerce or Huntingdon County Visitor's Bureau