



Marketing Mastery Workshop

*take the mystery out of marketing
... discover the mastery and the magic!*

Everyone markets - themselves, a product, a service. Spend a day with marketing experts as they dispel the myths and share essential marketing advice. Leave with the knowledge to start building your own plan designed to meet the needs of your target market and raise the profile of your business.

Wednesday June 18, 2008

9 a.m. - 4:30 p.m.

**Hauser House, Waterloo Rec Complex
101 Father David Bauer Drive
Waterloo, Ontario
Cost \$179.00 plus GST**

Marketing - the Straight Goods
Shirley Lichti, Partner, Marketing Magic

Understand the marketing approaches you can take to develop your own plan and the necessity of taking a customer-focused approach. Learn how product, price, place and promotion play a pivotal role in designing or refining your marketing plan.

The Power of Integrated Communications
Alan Quarry, President, Quarry Integrated Communications

Learn how integrating all your marketing efforts using the tools best suited to reach your target market creates a consistent look and feel for your brand and gives you the best bang from your marketing budget.

Finding the Right Target Markets
Shirley Lichti, Partner, Marketing Magic

How do you find the right customers, the ones whose needs you can best serve, the ones you can profitably serve over the long-term? Learn how to identify your best target markets and refine your marketing mix to meet their specific needs. Capitalize on marketing opportunities by using your database as a powerful tool.

Selling a Service vs. a Product - You Can't Kick the Tires
Shirley Lichti, Partner, Marketing Magic

Explore how marketing a service differs from product marketing, learn the four key unique factors and how you can plan to deal with them to help you achieve success and build better, long-lasting customer relationships.

Register Early!! This workshop has sold out 15 consecutive times.

For more details about the workshop or to reserve a spot, contact Shirley Lichti at Marketing Magic at (519) 745-0247 or slichti@marketingmagic.ca

Registration Form

Mail this Registration Form and your cheque for \$187.95 (\$179.00 plus GST) payable to Marketing Magic to: Marketing Magic, 83 William St. W., Waterloo, Ontario N2L 1J6 (519) 745-0247 phone (519) 745-0851 fax

Name: _____ Title: _____
Company: _____ Address: _____
City: _____ Province: _____ Postal Code: _____
Phone: _____ Fax: _____ Email: _____