



simplifying **MARKETING**

- April 29th 2011
- USDA Ag Research Center
Conference Room,
1501 North Central Ave.,
Sidney, MT 59270
- Workshop 8am – 2pm
- Free 1 on 1 sessions
available from 2pm – 7pm
- Pre-register now 653-2590

A FULL DAY DEVOTED TO GETTING YOU
WHERE YOU WANT YOUR BUSINESS TO BE.

HIGHLIGHTS

This entertaining, highly interactive day will focus on how to harness the power of marketing to guide and shape your organization's strategic thinking, marketing and communications, bringing about the results you desire. You'll learn how to embrace the power of marketing by learning the essentials of purpose, process and content. Plus, learn how to differentiate and leverage marketing, branding and advertising to reach more customers, build relationships and grow your company's sales. This is your chance to take control and harness the essentials of marketing in your organization.

- **SOCIAL MEDIA**

The social media revolution is upon us. Is it a fad or the standard for business? Decide for yourself with information on what social media is, what it isn't, and how it is best utilized.

- **NETWORKING**

How are you presenting yourself? Networking is a key function to business, and doing it well provides those you come in contact with the best impression of you, and your business. Learn some quick techniques that you can begin using tomorrow, remember, practice always helps.

INTERACT! A team of experts to assist you, schedule one on one time to discuss your needs and ideas.

KITCH WALKER

Kitch Walker is a marketing, branding and eCommerce virtuoso with over 15 years of professional marketing experience. Kitch will help you harness the power of marketing while sharing marketing strategies and tactics that just plain work for Montana businesses.

REBECCA ENGUM

Rebecca Engum is guiding Montana Businesses to Success at the Small Business Development Center, located at the Great Falls Development Authority. Rebecca delivers growth and profitability strategies to businesses dedicated to maintaining a competitive edge.

She is an Economic Development Finance Professional, Certified Workforce Development Professional and a Certified Facilitator for The Pacific Institute's Investment in Excellence curriculum. Her work as the Small Business Development Center Director earned her the 2008 U.S. Small Business Administration's SBDC Service Excellence and Innovation Center Award.

