

Speaking Topics

10 Steps to more effective marketing

Owning a small business requires tending to thousands of details daily, as well as handling crises that demand your immediate attention. Adding to your stress is the challenge of getting your marketing message seen and heard above the overwhelming amount of clutter in the marketplace today. You can get a step ahead of your competitors by planning, organizing and implementing your marketing in ten simple steps. (1.5 hours)

Publicity and self-promotion made easy

This course is designed for those who want to maximize their advertising/publicity budget and make use of publicity. Public relations is a critical part of an effective, productive, and successful organization. If you have wondered how to write a press release, or get free publicity, this course will help you learn the techniques of media relations, preparing a publicity program and strategically disseminating press releases and public service announcements. (3 hours)

Low budget – No budget marketing

Small businesses and organizations need marketing just as much, if not more, than larger firms. You can leverage your position in the market with low budget/no budget marketing. You'll learn the items that are critical for success, numerous ideas and tactics, how to avoid common marketing mistakes and much more. (1 hour)

Making your marketing look right

Working with layout and design

This course is designed for those who produce their own marketing materials, such as newsletters, brochures, posters, etc. Have you ever wondered why your projects don't look quite right when they're done? Do you wonder about font usage, margins, headlines, or how to use pictures? What about captions? If you've asked these questions, this course is for you. I'll give you guidelines and tips on layout and design that will make your materials look right. (3 hours)

Promoting your business or organization

Successful special event planning

Special events can be an effective way to promote your business or organization. This course is designed for those who find themselves planning and organizing special events for a business, church, nonprofit organization, agency or political group. Special events can encompass any number of things including fundraisers, awards banquets, town meetings, luncheons, employee celebrations, open houses, etc. We'll cover how to promote the event, setting attendance goals, covering all the details, follow-up and evaluation. (3 hours)

How to make your ads pack selling punch

In this session we'll look at the elements of effective advertising in each media, critique some ads and give each participant a chance for hands-on practice in developing ads. Participants may also bring in current ads for class critiques or one-on-one consulting. (3 hours)