



# Marketing Institute 2007 Seminars

Our seminars were designed for people who wear many hats in their jobs - people just like you.

## **Feb. 13 - Online tools: Work smarter, not harder**

Are you using online tools effectively? Save money and become more efficient by familiarizing yourself with e-newsletters, podcasts, blogs and RSS feeds. Also learn why writing for the Web is so different than writing for other mediums.

## **March 13 - Planning for a crisis**

As soon as you say "that will never happen to my organization," it will. Learn how to prepare a successful crisis communications plan that will keep you from scrambling during a crisis. Also, get tips for interviewing with the media during a crisis.

## **April 10 - What's in a brand?**

Thinking about changing your organization's image? We'll teach you where to start and how to get others (both internal and external) to buy in. Learn methods for developing a new logo, tagline and vision.

## **May 8 - Move your media message**

Before you can successfully promote your organization's message through the media, you've got to understand what the media is looking for. Learn how to prepare press releases that will leave reporters asking you for more. Get tips on the best ways to promote your event so the media is sure to show.

## **June 12 - Promotional pieces with purpose**

Thinking about creating a new brochure for your organization? Learn how to determine if you are putting together promotional pieces for the right reasons, which can save you money and give you what you really want from your piece.

## **July 10 - Special events from start to finish**

Special events come in many forms, but they all require a specific process to be successful. Learn how to get what you really want out of your special event by developing strong objectives and following through with them.

## **Aug. 14 - Writing an effective marketing plan**

If you don't know where you're going, how will you know when you get there? A good marketing plan helps your organization better understand your role in the market and what you have to do to stay in the game. Learn how to create a working marketing plan that gives you realistic goals and a means to evaluate whether you reach those goals.

## **Sept. 11 - Interviewing with the media**

Practice makes perfect. We'll conduct mock media interviews and critique each participant's performance. Get tips for preparing effective talking points, overcoming nervous tics and staying on message, regardless of the questions.

## **Oct. 9 - Trade shows: A cool booth isn't enough**

Success at a trade show depends on much more than just showing up and manning a booth. This session will explain how to develop goals and materials to ensure that trade shows yield desired results.

## **Nov. 12 - Market research on a dime**

Before you market your organization, you need to determine who your target audience is and what those people think about you. Learn some low-cost techniques to gathering data that will make your marketing more effective and, in turn, increase your return on investment.

**Register online at [www.20hats.com](http://www.20hats.com) or call us at (405) 604-5941.**

All seminars are held at 4100 Perimeter Center, Suite 140, Oklahoma City. The cost is \$125 per person. Interested in two or more? Call about our multiple-seminar rates.