

Expert Training For People Who Wear Many Hats

The 20 Hats Marketing Institute provides marketing workshops for people just like you — business owners and employees who wear many hats at work. Our workshops provide hands-on training and easy “how-tos” on topics guaranteed to be relevant to your marketing success.

Our instructors are marketing experts **Danielle Ezell** and **Tracy Senat**. Danielle and Tracy have extensive experience planning and managing all aspects of marketing communications campaigns. The pair have won numerous awards for their writing, publications and marketing campaigns.



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| Feb. 11 | Effective Business Writing A-Z
Success in any business depends on one thing: the ability to communicate. Effective business writing is an important part of your day-to-day business. Take this seminar to relearn some of the basic writing skills you need to succeed in the workplace. | July 14 | Special Events Start to Finish
Special events can be anything from employee banquets to fundraisers to seminars to client skeet shooting tournaments. (Yes, we actually had a client ask us to plan a skeet shooting tournament once!) Although each event is unique, they all require the same type of planning, creativity and attention to detail to be successful. Come learn how to put the “special” in your special event. |
| March 10 | Getting Your Message to the Media
Wondering how to get your business message out there? This seminar will give you the scoop on what your local media outlets are looking for, and how to prepare your information so editors and reporters will ask for more. | August 11 | Trade Shows: A Cool Booth Isn't Enough
Success at a trade show is much more than showing up and manning a booth. You need a plan for before the show, during and after. This seminar will teach you what to plan for, how to set goals, and how to develop materials so that you ultimately get the results you want. |
| April 14 | Market Research on a Dime
Want to know what your customers are thinking? Your employees? Your community? Don't have the budget for a research agency? Learn some low-cost techniques to gathering research data that will help you grow your business and make your marketing more effective. | Sept. 8 | The Changing World of Online Marketing
Online marketing includes everything from email newsletters to Web sites to search engines, all areas that seem to change monthly. Come learn about the latest in online marketing, and about some simple things you can do to enhance your online presence. |
| May 12 | Graphic Design for Non-Designers
Your boss thinks since you've got the right software installed that you're a design guru... Now what? This seminar will walk you through basic graphic design concepts, what you need to know about designing for different media and how to work with printers to get that newsletter, postcard or direct mail piece out the door. | Oct. 13 | Creating Value through Sponsorships and Community Relations
Sponsorships and community activities definitely can get your name out there, but how do you know if you are getting your money's worth? This seminar will help you justify your community activities and will show you what to look for when analyzing sponsorship opportunities. |
| June 9 | Ins and Outs of Advertising
What's the difference between a pixel and a column inch? Why do you pay more for a full-bleed ad? If you want to advertise your product or service, you better have a clue. This seminar will give you a head start on the various types of media you can advertise in, how to evaluate different options, and how to make sure you get the biggest bang for your advertising buck. | Nov. 10 | What Makes a Good Web Site?
Everybody's got one ... but does your Web site do what it's supposed to do? This seminar will teach you how to analyze your Web site's statistics and performance so you can successfully determine your ROI. |
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Register Today!

Visit us online at www.20hats.com
or call us at 405.917.3783.

Price: Early registration is \$125 per person

Where: 4100 Perimeter Center, Oklahoma City

When: 1:30 to 4 p.m.