



The Central Mass South Chamber is pleased to offer its 2010 seminar series on marketing.

Experts in the field share their knowledge and offer valuable strategies for effectively marketing your business using the very latest technologies and tools. Engaging, informative and packed with tips and tricks you can use, these seminars are designed to keep your business on the cutting edge.

Each seminar in this series lasts approximately one and a half hours and will be presented at:

Rehabilitative Resources, Inc.
Administrative and Training Offices
1 Picker Road
Sturbridge, MA 01566



THE CHAMBER
at
THE CROSSROADS *of* NEW ENGLAND



CENTRAL MASS SOUTH
CHAMBER OF COMMERCE

380 Main Street
Sturbridge, MA
Phone: 508.347.2761
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www.cmschamber.org



THE CHAMBER
at
THE CROSSROADS *of* NEW ENGLAND

2010 Marketing Seminars



Marketing Seminar Series

The Small Business Marketing Toolkit

Wednesday, March 10, 2010
3:30pm to 5:00pm

If you own or manage a small business, you may often wonder if you're doing the right things when it comes to your marketing. The Small Business Marketing Toolkit presentation will help. This class will outline the basics that every small business should have in their arsenal and provide recommendations for measuring your marketing readiness and planning for success.

Presented by Jean Giguere co-founder and managing partner of *smith&jones*, a full-service marketing agency.

The Why's and How's of Facebook And LinkedIn

Wednesday, April 14, 2010
3:30pm to 5:00pm

How do you decide whether to use Facebook and/or LinkedIn to help your business grow? This seminar tells why to choose either of these social media, and shows the steps to take with each. You will learn the kinds of benefits you can gain from each site, and leave with a strategic plan for creating a social media marketing campaign that builds ongoing communication with existing customers and brings new ones to your door.

Presented by Wyn Snow, "Website Cardiologist" and owner of *Websites 4 Small Business*.

**Contact the Chamber today
for more information or to register!**

Marketing Seminar Series

Tricks of the Trade (Shows)

Wednesday, May 12, 2010
3:30pm to 5:00pm

Discover the secrets to Trade Show success! In this seminar, you will learn from a leading organizer the tricks and techniques for successful trade shows. Whether attending a show or exhibiting at one, this course will teach you about successful planning, execution and after the show follow-up turning your next trade show into a success! These industry secrets will keep you organized, on budget and in the minds of your prospects. Gain valuable insider information and all the tools you need for your next show, including check-lists, spreadsheets and industry contacts. Shhhhhh... it's a secret!

Presented by Thea Marcoux, marketing specialist at *Schott North America, Inc.*

Nothing Happens Til Somebody Sells Something

Wednesday, September 8, 2010
3:30pm to 5:00pm

Dick Vaughan, with 58 years of marketing and sales experience, will present a hard hitting, exciting presentation covering all aspects of successful selling in a difficult time. The program includes his famous "Doctor's Pitch" plus his powerful explanation and strategy for goal setting. This program is for the newest of sales people to the very seasoned veterans. Dick has presented this award winning program to various Chambers of Commerce, The Radio Advertising Bureau Sales Conventions, American International College in Springfield, and at a Changing Careers Day at Harvard University.

Presented by Dick Vaughan, COO,
The Spirit 970.

Registration

Register for one or more of these sessions by calling the Chamber at 508-347-2761, by email to info@cmschamber.org, or detaching and mailing this form to the Chamber office.

Name

Company

Address

Phone

Email

Please check your selection(s) below

- The Small Business Marketing Toolkit
- The Why's and How's of Facebook/LinkedIn
- Tricks of the Trade
- Nothing Happens Til Somebody Sells Something
- All

Workshop Cost:

**Each session: \$25.00 p/member,
\$35.00 p/nonmember, \$10.00 Student Rate***

Purchase 2 or more workshops:
\$20.00 p/member, \$30.00 p/nonmember

*Student rate applies to all workshops.
Students must present a valid school ID
Student scholarships are available.

For more information contact:
Melissa White at 508-347-8181 ext.109