

HOW TO EFFECTIVELY MARKET Seminars, Conferences, Webinars and Contract Training

"As a result of what I learned in your course, I increased the revenue from our major conference program from \$400,000 to \$1,000,000 in one year. I followed that with similar successes in other conference programs."

— Michael Critser, Director
Reed Exhibition Companies,
Norwalk, Connecticut



Monday–Tuesday

August 30–31, 2010

**Courtyard by Marriott
Magnificent Mile
Chicago, IL**

Gain Money-Saving, Money-Making Strategies Including:

- How to Pack the House Without Breaking the Bank: 90 Seminar/Conference Marketing Ideas in 90 Minutes
- Writing Right for the Web to Get More Conversions
- Spiking Your Web Traffic with Search Engine Optimization (SEO)
- Turning Click Flow into Cash Flow with Search Engine Marketing Techniques (SEM)
- Implementing the 6 Steps for a Successful Seminar/Conference Email Strategy
- Negotiating Recession-Proof Hotel Contracts
- Capitalizing on Facebook to Get More Seminar/Conference Attendees and Contract Training
- Tweeting For Higher Profits
- Using LinkedIn to Nurture Business Relationships and Links with Other Social Media
- Eliminating Public Seminar Risk by Making More Income with Contract Corporate Education
- Driving Qualified Leads with Webinars
- Putting Your Hands on Mountains of Cash Through Sponsorships

Featured Speakers



Jenny Hamby



Andy Billingsley



Emily MacNair



Ron Seaver



John Lozzi



**Ralph Elliott,
Conference Chairperson**



Stephanie Edwards



Brad Kleinman



Roseanne Kinder and Aimee Kessler

Special Benefits

- Receive a free certificate for a 47-Point Copy Critique of your seminar brochure or website
- A free search-engine ranking analysis
- Answers to your post-seminar questions with a 30-day free "hot line" service directly to the seminar chairperson
- Networking. . . with colleagues at breaks, lunch, and networking dinners
- Access to pass-word protected handouts and a complete copy of all power points used in the seminar
- Opportunity to complete a three-month accomplishment form that will be sent to you post seminar
- A pre-seminar questionnaire to supply questions you would like answered during the seminar

Register Today by Calling Kay James at 864.656.2200

EFFECTIVELY MARKET Seminars, Conferences, Webinars and Contract Training

Who Should Attend:

- Private sector suppliers of seminars and conferences
- Association administrators
- Trade group executives
- Continuing medical and health education specialists
- Continuing engineering education planners/administrators
- Meeting Planners

Why You Should Attend

Learn tricks of the trade used by some of the biggest players in the seminar promotion business straight from the people who mentored them. These 12 hours of focused training includes practical examples, shared experiences, and networking ideas. Come ready to roll up your sleeves for two high pay-back days learning the ins and outs of promoting your next seminar, workshop, or conference. You will take away the savvy and support you need to ...

- Discover methods of tweaking existing promotion models to crack that elusive break-even bar

- Start off at break-even if you are new to the seminar/conference promotion business
- Explore how to tailor your message and image to fit your audience
- Optimize your web site's relevancy and visibility with search engines to improve your search positions.
- Save time and money managing your pay-per-click accounts while taking advantage of technology to outsmart the competition
- Convert more of your web site visitors into customers.
- Use 31 practical ways to increase the perceived value of your program
- Use inquiry generators to increase seminar attendance and profitability
- Use 7 key marketing variables to increase your response rate
- Overcome the 9 most common objections to customers' registering for your programs
- Maximize attendance when using Facebook, Twitter, and LinkedIn
- Implement 21 email marketing recommendations to increase attendance, maintain customer loyalty, and maximize life-time customer value
- Use 21 strategies and techniques to get people to register now

About Your Expert Speakers....

Jenny Hamby is a seminar-marketing consultant, Certified Guerrilla Marketer and direct-response copywriter who specialize in crafting effective promotions for virtual and live seminars. She markets a variety of seminars on topics such as financial services, inventory management, negotiations, Neurolinguistic Programming (NLP), trade shows, elder and disability law, and even bridge. Formally trained as a journalist, Jenny discovered that her natural copywriting ability made her better suited for marketing, and she helps clients promote their books, videos, and other training products on the Internet.

Stephanie Edwards, Partner of Conference Consultants Worldwide, has more than seven years of conference planning and contract negotiation experience. A former conference director herself, Stephanie is finely attuned to the needs of clients looking for a conference venue. Prior to joining Conference Consultants Worldwide, Stephanie was conference director at a firm that holds 50+ domestic and international conferences annually for emerging technologies. There, she was responsible for conceptualizing, contracting, and marketing domestic and international conferences, preparing and adhering to a strict event budget, and managing events onsite.

Emily MacNair is a Client Strategist at MoreVisibility, a leading Internet Marketing Agency located in Boca Raton, Florida. Emily oversees search engine optimization, search engine marketing and social media initiatives for clients around the globe and across a variety of industries such as education, real estate, insurance, health care and non-profits. She has a proven track record of achieving exceptional results in improving website rankings, boosting traffic and generating revenue. With a passion for assisting clients in creating a positive user experience for website visitors, Emily helps leverage analytics data to increase leads and sales.

John Lozzi, Listrak's Director of Business Development, has led the firm's growth from a small regional entity to a national and international leader in email campaign management.

The firm is based in Lititz, PA and now employs 50. It provides strategy, campaign management, and professional services to Motorola, The Royal Bank of Scotland, PR Newswire, Navistar, Rice University, Auburn University, Franklin & Marshall College, 10 Pennsylvania state agencies and approximately 700 other clients across the globe. John brings his insights on effective email campaign management, effective communication strategy, and how to maximize email ROI to the sessions.

Andy Billingsley is Director of Custom Contractual Education and Training at North Carolina State University and brings over 20 years of experience in marketing and selling contract training. He specializes in "how to" techniques for prospecting, effective sales calls, solution selling, proposals, closing, contracts, fulfillment, follow up and more. Andy understands and can easily convey how to make proactive sales calls with targeted, qualified businesses resulting in high close rates, large contracts and the development of long-term relationships.

Brad Kleinman is an engineer, an educator, and an entrepreneur. He has years of experience running national conferences, workshops and webinars for a number of community colleges, four-year institutions, chambers of commerce and small business development centers. As a Certified eMarketer, Brad runs more than 12 webinars a month on topics such as social media, Facebook, LinkedIn, Twitter, Google Analytics, and more. Brad has been able to achieve a 95% approval rating from hundreds of participants that have taken his webinars. He has helped start several national organizations' ongoing webinar programs, including the National Council for Continuing Education and Training™, the National Association for Community College Entrepreneurship™, and Ladies Who Launch™. Brad is a certified facilitator of Kauffman's FastTrac™ Entrepreneurship curriculum, the DiSC™ Certification program, and 60 of DDT's professional development programs.

Rosanne Kinder is Vice President, Operations at Bluebird University. She has extensive

experience running seminars and webinars. While at ADP she created and ran a business which generated over 250 seminars and 10,000 registrants a year while expanding the program into online and onsite offerings. She now oversees Bluebird University, a unique business offering customized, high quality webinars and seminars designed to drive targeted leads to businesses, retain and educate customers, and deliver dynamic training programs.

Aimee Kessler Evans is a freelance marketing strategist with nearly 15 years of experience, almost exclusively in the B2B vertical. She began her career at Phillips Business Information and later served as Director of Marketing for MarketingSherpa, which, as first hire, she helped establish as the leading resource for online marketers. As Director of Marketing for DigitalGrit, Aimee helped grow the company, which was included in Fast 50 and Best Places to Work lists, eventually positioning it for a successful acquisition in 2007. Today, she focuses her efforts on helping innovative startups grow by developing and executing unique, cost-effective, results-oriented marketing plans.

Ralph Elliott's training offers you a battery of ideas and very specific ways to get more customers while holding on to the customers you have. He offers his clients simple, but effective, techniques that build trust, remove obstacles to registration and court fence-sitters to attend events. Ralph's philosophy and his practical advice slogan are one in the same...You Will Learn How to Pack the House without Breaking the Bank! Clients capitalize on his years of practical experience at Clemson University. At Clemson, Ralph was Director of Professional Development, Associate Dean for Executive Education, and Vice Provost for Off-Campus, Distance and Continuing Education. At the same time, he worked through the academic ranks... from Assistant to Associate and on to full Professor of Economics.

Ron Seaver is president of Seaver Marketing Group and The National Sports Forum. He is also the author of "Brought to you By... - The

Ultimate Sponsorship Sales System" and has over twenty-five years of experience in the field of marketing and sponsorship. He has been creating, selling, and implementing sponsorships for over 25 years now – working with Fortune 100 companies, Fortune 500 companies, and conference producers on building their bottom line through the strategic implementation of sponsorship.

What your colleagues are saying

"I attended Ralph Elliott's marketing program 13 years ago in Australia and built a multi-million-dollar conference organization. I am back to the US for another session. Ralph is the seminar organizer's guru—the world's best! I am taking away 192 short-term, immediately implementable ideas."

-Dr. Charles Schofield
Chief Executive Officer
IES Conferences, Sydney, Australia

"This seminar was a highly effective investment of time and money. After the first day, I fired off an email with 15 ideas for my assistant to begin implementing in our upcoming marketing materials."

-Larry Mabrey, Director
Center of Professional Development
Webster University
St. Louis, Missouri

"In my 17 years as Director of Continuing Medical Education, Elliott's marketing course is the most useful one I have attended. Excellent delivery of relevant materials!"

-Rob Guerette, President
New England Educational Institute
Pittsfield, Massachusetts

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DAY I: Monday, Aug. 30, 2010

8:00 am

Pre-registration: Check in and receive materials at the Courtyard by Marriott--Magnificent Mile

9:00 – 10:30 AM

How to Pack the House Without Breaking the Bank: 90 Seminar/Conference Marketing Ideas in 90 Minutes

Ralph Elliott

Whether you're a leader of an association, a college/university administrator, or a private provider of events, you will leave this session with a total of 90 very specific ways to get more customers while holding onto the customers you have. Topics include 'How to':

- Use inquiry generators to increase seminar attendance and profitability
- Convert more of your website visitors into customers
- Get people to register NOW by using segmentation, timing, and link tracing
- Capitalize on the four great motivators to attend seminars and conferences
- Get more mileage out of testimonials, the evaluation form, guarantees, and limited enrollment

10:45 – 12 Noon

Writing Right for the Web to Get More Conversions

Jenny Hamby

Critical training elements you would not wish to miss are:

- What prospective attendees look for when deciding whether to attend
- Setting the stage so that prospects instantly understand how your seminar will help them
- 3 steps to identifying the most important benefits your seminar offers
- Gaining the most mileage and impact from your testimonials
- Attention-grabbing titles for your seminars
- The 2 best techniques for describing seminar content
- Why prospects are wary about signing up for seminars
- Turning your registration form into a powerful sales tool
- Writing effective marketing descriptions when you aren't familiar with the seminar content

Lunch Break

1:00 – 2:00 PM

Spike Your Web Traffic with Search Engine Optimization (SEO)

Emily MacNair

- Site architectural recommendations for best ranking potential
- Content is King! Writing content Google will recognize
- Linking Tactics to boost site popularity and PageRank
- Best practices for getting to the top rankings for your keywords

2:00 – 3:00 PM

Turn Click Flow into Cash Flow with Search Engine Marketing Techniques (SEM)

Emily MacNair

- Making paid search a more valuable part of your seminar marketing
- How to gain top-ranking results, with limited budget
- Best keyword selection, bid strategy, ad copy and landing pages to get opt-ins
- How to use analytics to lower CPC and lift conversions

3:15 – 4:15 PM

6 Steps for a Successful Seminar/Conference Email Strategy

John Lozzi

- How to build reliable DATA
- Getting your email in the 'inbox'
- Creating relevancy to lift opens, click, and conversion rates
- Email design that gets attention, builds credibility, and has impact
- Calls to Action that work to increase seminar attendance
- How to build an automated email reminder and follow-up messaging sequence

4:15 – 5:00 PM

How to Negotiate Recession-Proof Hotel Contracts

Stephanie Edwards

- Tools to get rid of attrition and lower your cancellation obligation
- Recession-proofing your negotiated group rates
- How to put a cap on F&B, AV and other ancillary charges
- Free incentives and perks from your venue based on performance

DAY II: Tuesday, Aug. 31, 2010

8:30 – 9:30 AM

Capitalize on Facebook to Get More Seminar/Conference Attendees and Contract Training

Brad Kleinman

- Building a FB profile to complement seminar/conference marketing
- How to manage friends and lists to get attendance
- How to use FB events to drive seminar/conference registrations and contract training
- The Dos and Don'ts of running FB ads
- 6 measures of FB success and how to improve your numbers
- The top-10 FB marketing tips to grow your programs

9:30 – 10:30 AM

Stop Just Tweeting for the Fun of it and Start Executing for Profit

Brad Kleinman

- How to grow and measure your Twitter followers
- How to track and grow your Twitter clicks
- Getting registrations with Twitter: 5 monetization models
- Capitalizing on the sales cycle in Twitter
- Integrating Twitter with other social media for maximum synergy

10:45 – 12 Noon

How to Use LinkedIn to Nurture Business Relationships and Links with Other Social Media

Brad Kleinman

Join Brad to explore a tried-and-true methodology for:

- Finding and joining the right groups
- Using groups to your advantage
- Attracting invites from prospects
- Using your connections to benefit your business
- Interacting with fellow group members
- Trolling for new customers
- Creating an integrated approach of LinkedIn, Twitter, Facebook and YouTube to maximize your online exposure

Lunch Break

1:00 – 2:00 PM

Eliminate Public Seminar Risk by Making More Income with Contract Corporate Education

Andy Billingsley

- How to fill the contract training lead/inquiry pipeline so you know where to focus your sales efforts
- How to profile a prospect company for contract/on-site corporate education
- Finding the decision-maker and making the contact
- Selling solutions, pricing for profit,

overcoming the objections and closing the contract sale

- How to deliver impact learning to guarantee future sales

2:00 – 3:00 PM

How to Drive Qualified Leads with Webinars

Rosanne Kinder and Aimee Kessler Evans

During Rosanne and Aimee's session discover how to:

- Use webinars at every stage of the sales cycle
- Target your market with blogs and Google alerts
- Identify your target's specific pain point
- Create webinar titles that drive registrations
- Choose the right list(s): house, rented, or sponsored email
- Write press releases and target the right publications
- Plant info in groups/industry calendars
- Capitalize on multiple speakers and how to make it happen
- Ensure that when the webinar is over, things REALLY begin

3:15 – 4:15 PM

How to Put Your Hands on Mountains of Cash Through Sponsorships

Ron Seaver

In this presentation you will learn:

- Where to FIND more companies/organizations interested in sponsoring your event, meeting, summit or association
- How to create different sponsorship levels for your various audience segments
- 4 easy ways to increase the perceived value of your event to sponsors
- How to use a mix of media to promote your sponsorship options
- The Magic Formula (W+W+W=\$\$\$) to get what you are asking for
- Sponsorship implementation and execution so you get repeat sponsors every year

4:15 – 5:00 PM

Post Conference Hot Seat Session

Ralph Elliott

- Bring your current issues or problems to the session
- Take the 'hot seat' and discuss several questions you want answered
- Get advice/recommendations plus alternative solutions from the rest of the class

EFFECTIVELY MARKET

Seminars, Conferences, Webinars and Contract Training



August 30-31, 2010 • Chicago, IL

5 WAYS TO REGISTER



ONLINE . . .

www.clemson.edu/ success



FAX . . .

registration to (864) 656-3997 24 hours a day, 7 days a week!



CALL . . .

Kay James at (864) 656-2200



E-Mail . . .

odcereg-l@clemson.edu



MAIL . . .

your registration request to: CLEMSON UNIVERSITY P.O. Box 912 Clemson, SC 29633-0912



P.O. Box 912 Clemson, SC 29633-0912

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REGISTRATION FORM

HOW TO EFFECTIVELY MARKET Seminars, Conferences, Webinars, and Contract Training August 30-31, 2010 • Chicago, IL



Name #1 _____

Title _____ Email _____

Name #1 _____

Title _____ Email _____

Ph# _____ Fax# _____

Organization _____

Address _____

City, State, Zip _____

Aproving Manager _____

Title _____ Email _____

METHOD OF PAYMENT P.O. # or Tuition MUST be received prior to conference start date.

- Check Enclosed (Payable to Clemson University) P.O. Enclosed Bill credit card DISCOVER VISA MasterCard AMERICAN EXPRESS

Card No. _____ Exp. Date _____

Please return this entire page (or a photocopy) to: CLEMSON UNIVERSITY, P.O. Box 912, Clemson, SC 29633-0912

Priority Code

Grid for priority code: O F E S M .

Help us serve you better. Enter or tell us the characters from your mailing label.

Your Registration Fee Includes ...

tuition, workbook, program materials, continental breakfasts, and refreshment breaks. Lodging and other meals are not included. A registration desk will be located outside the meeting room at 8:00 am the first day of the program.

Accommodations

Make your room reservation by calling the Courtyard by Marriott-Magnificent Mile at (312) 573-0800. The hotel is located at 165 East Ontario Street. Mention Clemson University to receive the discounted rate of just \$149 plus tax..

Bring Your Team and Save \$200 or More!

You'll save \$200 or more by bringing a team. Call Kay James today at 864-656-2200 to register you and your team!

Bring Our Team to You

Bring this program and its benefits to your organization. What do organizations like SAS, Carnegie Mellon, The Association of State Hospital Administrators, The Conference Board, and the Association for Continuing Legal Education have in common? They are all very successful organizations, and they have all had Clemson University's team do special presentations for them. If you are interested, please contact Nancy Belanger at 864-656-2200 or email nbelang@clemson.edu for available dates.

Register Today by Calling Kay James at 864.656.2200