

Announcing a Free Seminar for Chamber Members!



Breakthrough Marketing: Strategies for Tough Times An Interactive Seminar and Workshop for Local Businesses

Seminar Overview

This custom seminar and workshop provides business owners and senior employees or partners with a customer-focused approach for solving two key challenges in an economic downturn:

- ❑ How to evaluate and prioritize your investment in marketing activities to drive sales in the new 24-7, on-demand Internet economy
- ❑ How to adapt your marketing and sales attack for the current business climate – yet still position your business for long-term success

Drawing upon the latest research as well as case examples from 25 years of marketing, Internet, and communications experience, this seminar/workshop explains how your business can reposition itself for success with current and potential customers. Our approach combines new “Web 2.0” strategies with the best of traditional marketing and customer relations. Optimize your marketing and sales efforts. Drive sales and profits. Ensure customers and prospects hear the most authentic, accessible, and compelling story about your company and its products or services. This seminar shows you how.

Not an NOCC member? A 50% discounted session at \$250.00 is available. **Sign up NOW:** <http://jwdewitt.com/connect.html>, e-mail john@jwdewitt.com, or call 978.544.1918

About the Facilitators

John W. DeWitt

Principal & Senior Consultant
JW DeWitt Business Communications

John DeWitt, a business communicator since 1985, has been a journalist, entrepreneur, chief marketing officer, and consultant to nearly 100 companies. Formerly CEO of an Atlanta-based high-tech marketing firm, John also has held executive positions at two leading agencies. At Fleishman-Hillard New York, he led the 30-member international team serving J.D. Edwards, beating Microsoft, PeopleSoft, and Citrix to win the 2001 Silver SABRE for best software PR program. Nominated three times for the Jesse H. Neal Award, considered the “Pulitzer Prize of Business Journalism,” John is author of nearly 2,000 published articles.

Patrick C. Davis

Managing Partner and Co-Founder
Montague WebWorks

Patrick Davis has been developing interactive solutions for clients since 1996, focused on the small and midsize business sector. He has 12+ years of experience in sales, marketing and advertising. Patrick served as director of operations for an entertainment corporation, was VP of sales for bulbs.com, and is currently VP of operations for a large family-owned business. Patrick also has served clients across the Pioneer and Quabbin Valleys as a consultant. Creating new market strategies for entrenched local businesses, Davis is a respected communicator, technologist, and business development specialist.