

Breakthrough Marketing: *Strategies for Tough Times*

JW DEWITT
BUSINESS COMMUNICATIONS



Breakthrough Marketing: Strategies for Tough Times An Interactive Seminar and Workshop for Business Executives

Seminar Overview

This custom seminar and workshop provides senior business executives with a customer-driven framework for solving two key challenges in an economic downturn:

- ❑ How to evaluate and prioritize your investment in marketing activities
- ❑ How to adapt your marketing and sales messages 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 and communications experience, this seminar/workshop explains how your business can use strategic conversations with customers and other key players in your “business ecosystem” to optimize your marketing and sales efforts while ensuring that customers and prospects hear the most authentic, compelling story about your company and its products or services.

About the Presenters

John DeWitt

Principal & Senior Consultant
JW DeWitt Business Communications

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, DeWitt 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,” DeWitt is author of nearly 2,000 published articles.

Adrian Forde

Senior Vice President
Truman Company

Forde directs advisory councils and thought leadership at Truman Company. Previously Network Producer for Tapestry Networks, VP of Education & Professional Service at Availant and principal of Gen3 Partners, Forde also was an associate with Mitchell Madison Group and a project manager in Global IT for McKinsey & Company. Forde began his career with Cambridge Technology Partners. A native of Galway, Ireland, Forde was educated at Trinity College, Dublin, where he gained a B.A. (Hons), and an M.A. in Computer Science, Linguistics, and German. He also holds an M.B.A from Columbia Business School.

Schedule your personalized seminar today. Call 978.544.1918, e-mail john@jwdewitt.com, or visit www.jwdewitt.com for more information.