



Target New Markets & Focus Your Sales Team



Webinar Series

Hospitality/Recreation/Travel Markets

Searching for new business? You are not alone. This series of webinars is designed to inform and educate you and your sales team about the customer markets that are growing and their need for print and print-related services. You get to pick and choose the most appealing markets for your business. This series focuses on financially strong markets that are stable-to-growing and are structurally positioned to prosper. Beware, these webinars are not for the faint-of-heart or cynical participant. They are designed for individuals & teams willing to engage new resources, skills and are thinking outside the box.

What You Will Learn

Recent Trends, Successes, Major Players, "What's Hot", Search Engine Sources, Local Event Sources and What's Changing. You will see examples of how to approach target market, how to improve the customers purchase and direct them to new purchases.

We as a culture contain several generations of workaholics looking for an affordable opportunity to rest, relax, and "get away." This program attends to the many travel and recreation markets that are starved for "connecting with customers" and the dollars they can spend. The challenge for graphic communication organizations is "Who really needs our capabilities, and how do we quickly understand their challenges, sources of pain, and business objectives?" This program outlines the different travel/hospitality/recreation markets that need effective, multi-media communications that can elevate their economic performance.

Who Should Attend

Business Development Directors, CEO's, CFO's, and top performing business development teams (e.g., Sales Reps, Account Executives and CSR's).

Participation Options & Rates

	MEMBERS	NOT-YET MEMBERS
Webinar (per connection):	\$85*	\$170
<i>*If you participate in 4 or more webinars of this series, you receive a 10% discount; and a 20% discount if you participate in 9 or more. Questions? Call (704) 357-1150.</i>		
Seminar (up to 3 attendees):	\$75**	\$150**
<i>**Seminar fee is not per person. It includes 1 to 3 attendees from the same company. Class size: minimum 6; maximum 14.</i>		

Presented by:

Sid Chadwick, President of Chadwick Consulting



Topic: Hospitality/Recreation/Travel Markets

Date: Thursday, November 11

Time: 12- 1:00 PM EST

REGISTRATION FORM:

Member Not-Yet Member

COMPANY NAME: _____

PHONE: _____

FAX: _____

PARTICIPATION OPTIONS

Webinar Seminar at PICA

ATTENDEE NAME: (this person will receive login and handouts) _____

EMAIL: _____

PAYMENT METHOD:

Amex MC Visa

NAME ON CARD: _____

CARD # _____

EXPIRATION DATE: _____

BILLING ADDRESS: _____

CITY, STATE, ZIP _____

TOTAL PAYMENT: _____

Also, sign us up for the following webinars:

- Dec. 9 – Financial Services Market
- Jan. 13 – TransPromo Communications Market
- Feb. 10 – Automotive/Dealers/Service Market
- March 10 - Trade Show Market

Fax Registrations to: 704-357-1154