



Webinar:

Web'i nar" (web'ə-när") n. a small

group, or course, for advanced study, achieved by internet and phone conferencing.

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How to Build Profits Through Effective Branding

Webinar Outline:

- Learn the importance and power behind a company brand.
- Gain tools on how to evaluate and strengthen your current brand and tips on how to begin building one from the ground up.
- Design a plan to make the most of your marketing dollars by creating a marketing campaign.

Discover what other leading print service providers already know about the importance of building a company brand.

Gain insight on how a brand is not just about having a logo, but about creating a 360 degree experience for your customers from the moment they come in contact with you; by phone, online or face-to-face.

Find out how a brand can increase your profits by acquiring new customers and keeping the ones you have coming back for more.

Join industry expert Tawnya Starr for an online seminar to discuss what components your marketing plan and website need in order to maximize your success.

About the Speaker: Tawnya Starr first learned about the power of the web when she experienced phenomenal sales growth after launching a website for her printing company in New Mexico. In 2000 she joined Printer Presence as president. Tawnya has dedicated her career to educating the printing industry on all matters related to the web and web-to-print applications. A board member of the prestigious Electronic Document Systems Foundation (EDSF), she is recognized as an expert on web marketing and how it enables companies of any size to save time and money while attracting and keeping customers. Ms. Starr is a published columnist and author, and in 2005 received the prestigious Industry Award of Distinction from PrintImage International for her service as a consultant and educator to the industry. She was also awarded the Women of Distinction award from OutPutLinks in 2010. Tawnya has conducted hundreds of seminars and has been featured as a speaker at dozens of national and international print conventions.



Date: September 14, 2010

Time: 1:00 - 2:00 pm EST

Location: Your office

Cost: \$49 per connection member
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