



Forget Paid Advertising

Relationship Marketing in a New Economy

Sponsored by Catholic Federal Credit Union

All proceeds to benefit CAN Council

This marketing workshop is like no other. It's guaranteed to give you the tools, skills and strategies to lower your marketing costs and grow your business despite the economy.

Over the last 20 years, Five-Time EMMY® award winner Shawne Duperon has interviewed presidents, celebrities and sports stars. She knows what it takes to build great relationships and megaphone your business in traditional and social media.

In this content rich 1/2 day course you will learn:

- * **The worst mistakes you make in relationship marketing**
- * **How to create instant credibility**
- * **The biggest mistakes of seasoned pros at networking events**
- * **Why you want to stop focusing on giving out your business cards**
- * **How to NOT look like an idiot when working with traditional and social media**
- * **Worst twitter mistakes**
- * **Tips to manage your anxiety during important interviews**
- * **How to give up that awful elevator pitch**
- * **Two phrases you must avoid in any interview**

This is NOT a techie class. Using relationship marketing strategies and interviewing tips and tactics, you will leave with real world answers for your strategic marketing in 2010.

Whether you're at a networking event, giving an interview, posting on Twitter or Facebook or creating a video for YouTube or a video blog, you will leave this workshop 100% with improved relationship building and free publicity skills, regardless of your skill level.

The cost of this power-packed half-day workshop is only:

- \$57 for the general public
- \$37 for employees of non-profit organizations
- \$27 for students

January 12, 2010
Horizons Conference Center
6200 State Street
Saginaw, Michigan
Registration: 8:30 am
Workshop: 9 am to noon

To register online:

<http://cancouncil.org/event-registration/shawne-duperon-grow-your-business-workshop-registration>