



Jefferson County 2009 Business Education Series

Seminars, Workshops & Training
for Jeffco Businesses and Their Employees

THE ART OF RETAILING: A PEDDLER WITH PANACHE®

Advertising and Promotions—Marketing Yourself in a Tough Economy

Sure, it may be a tough economy. Maybe you've made a few cutbacks to adjust. Have you cut back on your advertising and promotions? Maybe cut it out entirely? Now is not the time to quit advertising! Remember, the advertising you do today is generally not for today's sale, but for the times ahead. Let the consumer know who you are. When they are ready to buy they will have you top of mind.

This interactive seminar will teach you the 5 E's of advertising and promotions—*Explain* your business; *Establish* your message; *Excite* your customer; *Entertain* your customer; play on the *Emotion* of your customer! You will leave with an armload of ideas that you can implement immediately. The tips you will learn will give you the inspiration you need to push you toward a successful 2009 holiday season. When the going gets tough, the tough get going. If you can do a good job in the tough times, you'll do a GREAT job in the good times!

After more than thirty years in the fashion industry Lisa Duncan now consults and presents informative seminars to both individuals and corporate clients. She teaches retail merchandising secrets, workplace dressing, and the lost art of customer service. For more information visit www.lisaduncan.com.

Tuesday, November 17, 2009

8:00 a.m. – 9:15 a.m.

City of Arvada, Council Chambers

8101 Ralston Road

Arvada, CO 80002

Cost: \$29.00 cash or check payable at the door

RSVP to Lisa Kingston at 720-898-7018

The 2009 Jefferson County Business Education Series is presented in partnership with:





The 2009 Jefferson County Business Education Series is presented in partnership with:

