

Lunch & Learn Seminar

MAKE THE MOST OF YOUR MARKETING DOLLARS

A Lunch and Learn Workshop open to businesses, not-for-profit organizations and interested individuals.

The Minden Hills Cultural Centre
Tuesday, January 19, 2010
10:30 a.m. until 2:30 p.m.

Sign up now

Call 705-286-2298 Cost \$25

This workshop is a fundraiser for R.D. Lawrence Place.

Includes information on:

- Effective logo design
- Building your brand
- Cross marketing strategies
- Choosing the right media for your product or promotion
- Principles of effective advertising design

Seminar includes:

- Lunch
- Course book/take away information on all topics
- Informal round table discussion with Q&A
- The opportunity to network with other seminar attendees (bring your business cards)

About the Seminar:

The seminar is designed to help participants hone in on specifics in their business and take advantage of proven marketing strategies. We look at ways to maximize returns on marketing by building a stronger brand image and by detailing cost-effective marketing options.

Presenters:

Linda Hilton is the creative director and owner of Galigraph Design, a Barrie graphic design, printing and web design firm. She has 25 years experience in graphic design, brand image development and advertising. Linda has written and taught 5 advertising and design courses for Georgian College and is frequently asked to speak on the topics of advertising, graphic design and entrepreneurship.

Sarah Abbot is the sales manager for Galigraph Design and has 7 years experience in advertising, print, design and web sales and estimating. Sarah is a double gold award winner in the OCMC advertising and marketing competition, and she sits on the advisory board for the Georgian College advertising program.