

# 2012 Business Support Seminar Series



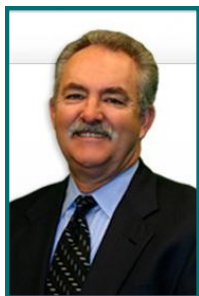
All 2012 Small Business Success Series Seminars are held at GMA (225 Commerce Place) in the 2nd Floor Community Room

Seminars run 8:00 - 9:30am. Breakfast and networking begin at 7:45am

Seminars are free to all employees of GMA member companies

**Please Share This Information With Your Colleagues**

Registration for seminar is required. Please visit [mygma.org](http://mygma.org) or call 378-6350 to reserve your seat.



## **Sales**

### **Only Sick People Like to Cold Call: The Five Best Strategies to Avoid the Virus**

**Tuesday, January 24, 2012**

**Steve McCreedy, Integrity Solutions**

In this follow-up program to his popular 2011 seminar, Steve McCreedy of Integrity Solutions will explain the psychology of the "Cold Call" and why it's required by sales managers. Attendees will learn how to determine the return on investment the company receives from cold calling and whether it can actually hurt your organization's image. Steve will share the five proven best practices of top sales superstars who never cold call ... NEVER! Develop your personal plan to take cold calling out of your daily action plan and see how it can improve your sales results. This session is designed for both those who attended the 2011 program and those who did not; it will help you kick off 2012 right!



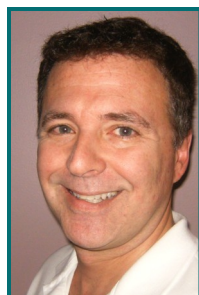
## **Marketing**

### **Can Coupons Work for You?**

**Tuesday, March 27, 2012**

**Sara MacSween, The Marketing Boutique**

Advertising Age reports that 87% of all shoppers use coupons. Coupons are a big trend right now in the marketplace. Should you jump on board and offer coupons or discounts on your services/products? How does a discount program fit in with other marketing strategies? Does couponing really bring in and keep new customers? How do Groupon, Living Social, Deal of the Day and other local programs work? What are the other options available? Sara MacSween of The Marketing Boutique will discuss the philosophy of Marketing by Couponing and the secrets to creating an effective discount or coupon campaign.



## **Marketing**

### **Mobile Marketing, Reaching the Text Generation**

**Tuesday, May 22, 2012**

**Jim Morrone, My336Deals.com**

In 2012, U.S. businesses are expected to spend \$1.5 billion on mobile marketing. Jim Morrone of My336Deals will present an overview of the options available for small businesses, including SMS/Text Marketing, Mobile Apps, Mobile Web and QR Codes and discuss the benefits and limitations of each. Participants will learn to craft a mobile marketing strategy and determine which platforms are best suited to your message and target audience. If you want to reach consumers where they spend the most time—their mobile device—you will not want to miss this presentation!

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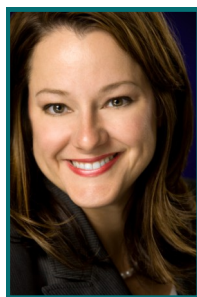
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## *Work/Life Balance* **Finding Balance in a Chaotic Life**

**Tuesday, July 24, 2012**  
**Merikay Tillman**

Explore ways to keep your personal and professional battery charged on a daily basis. In this dynamic presentation, Merikay Tillman will share personal testimonies that will inspire you—and, by extension, your team—to make changes to improve the quality of your life. Explore eight key areas of success and identify what is working, what's not working and what's missing in your Career, Family, Friends, Health, Spirit, Finance, Community and Self. If you want to give your career and life a dose of energy, this session will inspire you and your team and help you reach your full potential.



## *Social Media* **Social Media Strategy: Crafting Your Game Plan for Success**

**Tuesday, September 25, 2012**  
**Adrienne Jandler, Atlantic WebWorks**

Social media offers an unparalleled opportunity for a company to connect with its stakeholders and the community and provides small businesses with a means of dramatically extending their reach, exposure and customer response. The key to utilizing social media effectively lies in having a clearly defined strategy. In this practical seminar, Adrienne Jandler will discuss key elements of developing a social media strategy for your business. Participants will learn the different types of channels, how to select the social networks you should be in, how to find and express your company's 'voice', strategies for assembling and directing your team, methods for establishing a posting specification, and tactics for monitoring your efforts and evaluating results.



## *Human Resources* **Building the Right Team for Your Business**

**Tuesday, November 6, 2012**  
**Corliss McGinty, Soft Solutions Consulting**

Although it may not seem like it, there is a talent shortage in the workforce. One of the biggest challenges faced by companies today is finding that "perfect fit" for open positions. How do you hire the best person for the job? Join Corliss McGinty to learn what progressive companies are doing: creating a job profile and hiring, developing and succession planning against that profile; looking at the strengths of a team and discovering what is missing and then allowing people to use their strengths for the team as often as possible to increase engagement; and using results-oriented job descriptions and giving staff a long leash to accomplish outcomes.