

NSA-IL SPEAKER UNIVERSITY



2009-2010 – YEAR II
SIGN UP BEFORE SEPT 2ND AND RECEIVE \$50
DISCOUNT.

This program will GROW your Speaking Business

Topics to be covered:

NSA Speaker Year II will focus on THE NEW Marketing for your Business, Business Development, Creating Business & Product awareness and simply Filling your Calendar. There will be significant emphasis on new media including online marketing, social media, blogs, podcast etc.

Participants will be encouraged to develop marketing plan and implement key tactics throughout the year to GROW their speaking business.

We will have a roster of high quality presenters who not only are great speakers and teachers but are commercially successful in a tough business

Syllabus

The New Rules of Marketing for Speakers – Jeff Korhan

Building your Speaking Business via Guerilla Marketing – Al Lautenslager

Building your Brand / Brand Awareness on a Limited Budget – Barry Moltz

The Secrets to Corporate Account Acquisition – Deanne DeMarco / Tom Lee

How Social Media can GROW your Speaking Business and Fees

Marketing Bootcamp – Lillian Bjorseth / Pat Price

How to get to #1 on Google Search – Conor Cunneen

First Wednesday of the Month from October-May 5.30pm – 7.45pm

10/7 – 11/4 – 12/2 – 1/6 – 2/3 – 3/3 – 4/7 – 5/5

Ronald McDonald House, Maywood

Investment in your future: **\$549 (DISCOUNT \$50 IF YOU REGISTER BEFORE SEPT 2ND**

For further information contact Sue Black, 630-208-0776

Or email at sueblack@nsa-il.org 2306 Brookway Dr., Geneva, IL 60134

EACH STUDENT WILL BE ASSIGNED AN EXPERIENCED NSA MENTOR TO GUIDE YOU THROUGH THE YEAR