



Educational Foundation

How to Build Profits Through Effective Branding

WEBINAR (Part 1 of a 3 part series)

Brought to you by the PIAG Educational Foundation and Appleton Coated

Discover what other leading print service providers already know about the importance of building a company brand. Gain insight on how a brand is not just about creating a logo but about creating a 360 degree experience for your customers from the moment they come in contact with you: by phone, online or face-to-face. Find out how a brand can increase your profits by acquiring new customers and keeping the ones you have coming back for more.

WHAT YOU WILL LEARN:

- Learn the importance and power behind a company brand
- Gain tools to evaluate and strengthen your current brand and tips to begin building one from the ground up
- Design a plan to make the most of your marketing dollars by creating a marketing campaign

SPEAKER:

Twanya Starr, President, PrinterPresence, first learned about the power of the web when she experienced phenomenal sales growth after launching a website for her printing company. In 2000, she joined PrinterPresence and has dedicated her career to educating the printing industry on all matters related to the web and web-to-print applications. Starr is a published columnist and author, and in 2005 received the prestigious Industry Award of Distinction from PrintImage International.

WHEN:

Tuesday, September 14, 2010 | 12–1:00pm
Prior to the webinar date, participants will receive an email containing an Internet link and conference call information.

WHERE: Your desk

COST: Members \$49 | Non Members \$99

REGISTRATION FORM

Send registrations to Sandra Nicholson by fax to 770.433.3062
Questions? Call PIAG at (770) 433-3050

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