



Educational Foundation
PRINTING & IMAGING ASSOCIATION OF GEORGIA

New Target Markets

WEBINAR SERIES

Topic of Session: Healthcare Markets Thursday, August 12th from 12 - 1:00pm EST

Searching for new business? You are not alone. This series of webinars is designed to inform and educate you and your sales team about the customer markets that are growing and their need for print and print-related services. This monthly series allows you to pick and choose the most appealing markets for your business. This series focuses on financially strong markets that are stable-to-growing and are structurally positioned to prosper. These webinars are not for the faint-of-heart, or cynical participant. They are designed for individuals & teams willing to engage new resources, skills and are thinking outside the box.

What You Will Learn

Recent Trends • Successes • Major Players • “What’s Hot” • Search Engine Sources • Local Event Sources • What’s Changing • Examples of how to approach target market & how to improve the customers purchase & direct them to new purchases.

Healthcare Markets

Healthcare & Nutrition represents one of the great economic challenges of this generation. The medical profession is slowly acknowledging that Western traditional practices don’t have all the correct answers; there’s much to be learned and used from other cultures — which is an exploding subculture phenomena — from your local yoga class, to Far Eastern herbs. This program focuses on a broad range of healthcare markets that in particular call for more effective communications, especially to senior citizens, who tend to prefer print. This program categorizes and provides information resources that need promotional communications from organizations like yours.

Who Should Attend

Business Development Directors, CEO’s, CFO’s, and top performing business development teams (e.g., Sales Reps, Account Executives and CSR’s).

Speaker

Sid Chadwick, President
Chadwick Consulting
www.chadwickconsulting.com



WWW.PIAG.ORG/EVENTS

Registration Form

Send registrations to Sandra Nicholson at:
snicholson@piag.org or by fax to 770.433.3062

Member Not-Yet Member

COMPANY NAME:

PHONE:

FAX:

ATTENDEE NAME: (this person will receive login and handouts)

EMAIL:

Payment Method:

Amex MC Visa

NAME ON CARD:

CARD #

EXPIRATION DATE:

BILLING ADDRESS:

CITY, STATE, ZIP

TOTAL PAYMENT:

Also, sign us up for the following webinars:

- September 9 – Franchise/Chains Market
 October 14 – Retail/Holiday/Recreation Season Market

Rates: MEMBERS NOT-YET MEMBERS

\$85* \$170

*If you participate in 4 or more webinars, you receive a 10% discount

Questions? Contact Sandra Nicholson at (678) 816-1173