



Educational Foundation
PRINTING & IMAGING ASSOCIATION OF GEORGIA

New Target Markets

WEBINAR SERIES

Topic of Session: Publications Markets Thursday, June 10 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.

The Publications Market

While some major publications are dying, others are growing, and creating new spin-offs, and supplements. We are personally experienced with assisting clients in the creation their own local home-town publications, which in several cases have become their largest and most profitable monthly projects. While we may be oversaturated with national news, “local news” (what’s going on in town this weekend, or this month) tends to attract our attention, and thus advertisers. Numerous examples of how to improve the profitability of a small publication will be explored, as well as how to use publications to “level-out” your income and production needs. This particular program is expected to be fun for the Sales Team that wants to create a better sense of order and predictability in their professional lives. Numerous research sources are introduced.

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
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WWW.PIAG.ORG/EVENTS

Registration Form

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

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Also, sign us up for the following webinars:

- August 12 – Healthcare Market
- 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