

How to Succeed in Tough Times

Short-and-Sweet Breakfast Seminar

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BUSINESS JOURNAL
GREATER BINGHAMTON

You'll learn about:

Leadership

- Why some companies thrive in challenging times
- How you can actually prosper while others struggle to survive
- Leaders vs. Managers: Characteristics of winners in business

Marketing Intelligence

- Discover what your customers really want and need
- Learn from your competitors' successes, mistakes
- Getting ready for the recovery with market research

Business-building tips for a down-market

- Where the smart marketing dollar goes in a difficult economy
- Exploit the opportunity lying right under your nose
- How to make customer service your differentiator

Participative format helps you "get-with-the-program"

- Bring your own "war stories"
- Interact with your fellow seminar attendees
- Extensive Q&A with presenters

Presenters:

Teri Goodall-Komar, President,

Teri Goodall & Associates, LLC

Douglas Boyce, Regional Director, New York

State Small Business Development
Center at Binghamton University

Peter Cronk, Managing Partner,

Riger Advertising

Moderated by **Jackie Visser**, former educator and non-profit organization executive director; now with Teri Goodall & Associates, LLC

Success
NEXT EXIT

Who should attend:

- Business owner-operators
- Existing business or start-up
- Human resource professionals
- Marketing professionals

What:

\$25.00 covers registration,
full breakfast, materials

When:

Thursday, November 5, 2009
8am-10am

Where:

Binghamton Regency
Binghamton, NY

How:

To register, go to
www.BizEventz.com
or call 607.772.0211

