



# Are you tired of “hit or miss” marketing?

## Develop a marketing plan that hits the mark.

**“How to Develop a Real-World Marketing Plan”**

**Tuesday, November 20, 2007, 8:30–11:30 a.m.**

**Savoy Recreation Center, 402 Graham Drive, Savoy**

**Workshop Fee: \$99 (including workbook)**

Whether you’re starting a business or building an existing one, this workshop is for you. In this interactive consulting session, you’ll learn time-tested and practice-proven marketing principles and practices like:

- what “homework” you need to do before planning marketing activities
- why and how to set SMART marketing goals for your business
- how to determine how and where to spend your marketing dollars
- how to develop strategies and tactics for achieving your goals
- what goes into a marketing calendar and budget
- how to measure the effectiveness of your marketing efforts

You’ll immediately apply what you’re learning. In fact, you’ll receive a workbook with a template which we’ll begin completing during the session.

Because of the interactive nature of this workshop, attendance is limited to 10 participants. To register, please complete the form on the next page. If you have questions or you’re not sure this workshop is for you, please email [katrina@katrinaolson.com](mailto:katrina@katrinaolson.com) or call Katrina at 217-721-1679.

### **About Your Trainer:**

A strategic communications consultant and trainer, Katrina has conducted sessions for Parkland College, the Champaign Public Library’s “Business Know-How” series, and the National Association of Electrical Distributor’s AdVenture Sales & Marketing Conference. She teaches introductory courses in both advertising and public relations at Parkland College and Persuasive Writing at the University of Illinois.

A 20-year marketing veteran, Katrina holds an MA in Media Communications, a BA in Advertising, and a Certificate of Marketing Excellence. She has developed marketing plans for clients of all sizes in a broad range of industries. In addition to operating her own marketing communications firm for many years, she has owned both a retail business and a service business. For more information, visit [www.katrinaolson.com](http://www.katrinaolson.com).



# KatrinaOlson

Strategic Communications

# Registration Form

## “How to Develop a Real-World Marketing Plan”

Tuesday, November 20, 2007, 8:30-11:30 a.m.

Savoy Recreation Center, 402 Graham Drive, Savoy, IL

Workshop fee: \$99 (including workbook)

**Registration Deadline: Tuesday, November 13, 2007**

Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_

*Briefly describe your company/organization and tell me what you hope to gain from this workshop, including any marketing questions you'd like answered.*

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### **Cancellation Policy:**

Due to the limited group size of this workshop, cancellations after November 13 will result in a \$50 fee.

Please make your check payable to: Katrina Olson

**Please mail your completed registration form and check for \$99 to the following address by Tuesday, November 13, 2007:**

Katrina Olson Strategic Communications

300 E. Tomaras Avenue

Savoy, IL 61874