

Pricing for Profit and Being the Best You Can Be: Entrepreneurial Leadership Through Productivity and Business Planning

2 Great Sessions for One Great Price!
9:00 am - 4:30 pm, Friday April 30, 2010

Presented by The CanSPEP National Capital Region Community

Pricing for Profit

Developing and implementing an overall pricing strategy is a challenging task for every business, but doing so in uncertain economic times is even more of a challenge. What factors should be considered by a firm in determining how to price services? Today, more than any other time in our history, it is critical for businesses to understand their pricing practices and methods. This highly interactive, participatory workshop will cover the following topics:

- Understand your costs and how they affect your pricing strategy
- The difference between salary and profit for small business owners
- How much should you make for the work you do?
- Sources of revenue for Professional Event Planners
- Impact on earnings/profitability of commissions and mark-ups
- Create your unique pricing strategy

Participants should bring a calculator. **NOTE: This is a CanSPEP PLANNER MEMBER ONLY session.**

You can't afford to miss this session.....

Being the Best You Can Be: Entrepreneurial Leadership Through Productivity and Business Planning

This three hour session will be comprised of three modules that will provide professional independent event planners/business owners with tools to make their business more profitable with less uncertainty. Through Exploiting Your Natural Ability you will learn leadership skills necessary to lead your own business and your clients to a new level of success. Setting Goals and Creating a 90-Day Plan will teach you the fundamentals of financial planning for your business and tools to keep track of your activities. Business owners must constantly find new ways to improve productivity and profit. The final module, Improve Personal Productivity, will give you new, innovative strategies that you can use to achieve greater success.

About the Presenter - Greg Peterson, Growth Advisors Inc. <http://www.growthadvisors.ca>

Greg is a Senior Executive with 30 years of general management, marketing and sales experience. Greg has a highly successful track record in leading organisations through the development and implementation of strategic, marketing and sales plans, operations, customer service and obtaining bottom-line results. He is a creative, articulate leader and achiever who utilises analysis, strategy, teamwork and continuous improvement to achieve results. He is especially skilled in both turnaround and start-up situations.

CHÂTEAU CARTIER HOTEL, CONFERENCE, GOLF and SPA

1170 Aylmer Road, Gatineau (Alymer), Québec J9H 7L3

9:00am - 12:00pm
Pricing for Profit Session

12:00pm - 1:30pm
Luncheon & Site Visit

1:30pm - 4:30pm
Being the Best You Can Be Session

Venue Sponsor

Château Cartier
HOTEL - CONFERENCE - GOLF & SPA

Audio Visual Sponsor

Questions: Contact Carol Ford at 905-868-8008, toll free at 1-866-467-2299 or by e-mail at info@canspep.ca

Cancellation Policy: Refunds will be issued only if cancellation is received by 9am, 3 business days prior to the event date. Registered no shows & late cancellations will be invoiced in full.

Online: <https://canspep.ca/mregister.htm>

By credit card: register online -or- complete this registration form and fax to 905-895-1630

By mail: complete and return this registration form with a cheque made payable to:
CanSPEP, 312 Oakwood Court, Newmarket, ON L3Y 3C8

Name: _____

Company: _____

Address: _____

City: _____ Prov: _____ PC: _____ Telephone: _____

Fax: _____ e-mail: _____

CHEQUE VISA MASTERCARD CASH ON-SITE

Card # _____ Expiry: _____

Name of Cardholder _____

Signature _____

By fax: send completed form to 905-895-1630 & pay by cheque or cash on-site.

Registration Fees

- CanSPEP Planner Member FULL DAY \$125 + \$6.25 GST = \$131.25
- CanSPEP Planner Member "Pricing for Profit" only \$75 + \$3.75 GST = \$78.75
- CanSPEP Planner Member "Being the Best You Can Be" only.... \$75 + \$3.75 GST = \$78.75
- Non-Member Planner "Being the Best You Can Be" only \$85 + \$4.25 GST = \$89.25

Registration - NOTE: All registrations include Coffee Breaks and Lunch

GST # 867291528RT0001

Please indicate any food allergies: Vegetarian
