

**Steps to Profitably - Grow Your Event Planning Business
Hands-On Business Development**

With Greg Peterson

Tuesday January 19, 2010

Courtyard Marriott

475 Yonge Street, Toronto

Agenda

7:30 - 7:50 am	Registration / Networking
7:55 - 8:25 am	Breakfast - Hosted by Courtyard Marriott
8:25 - 11: 25 am	Workshop
11:30 - 11:55 am	Site Inspection

Define Your Ideal Client

- Demographics vs. Psychographics
- Define Needs vs. Wants

The Marketing Equation

- Everything you've ever learned about marketing is wrong!
- Strategic vs. Tactical Marketing
- What Marketing is supposed to do
- Inside Reality vs. Outside Perceptions
- Why Inside Reality and Outside Perceptions don't match up
- Why Platitudes Rule the Roost! (and don't work)
- The Marketing Equation

Five Ways to grow any business

- Learn how any business can increase Revenues by 46% and Profits by 61%
- Develop your Five Ways Growth Formula for 2010



About Greg Peterson: visit www.growthadvisors.ca for more information.

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.

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