

Tuesday May 31st, 2011
8:30 am to 4:00 pm

HIGH IMPACT RETAILING

Learn and gain the tools you need to survive and thrive in retail today!

TOPICS OF THE EVENT



Social MASTER Social Media Strategy for Small Business – Part 1 & 2

Presented by: Natalie MacNeil, Imaginarius

Natalie MacNeil specializes in online media and marketing. Her blog, “She Takes On The World”, has received international attention and recognition in top media outlets including Forbes, Entrepreneur.com, Examiner.com, and Financial Post.

Merchandising Made Easy

Presented by Leslie Groves, Interior Elements

Leslie is a regular speaker at conventions and trade shows across NA including the CGTA; delivering informative and exciting presentations. Discover fresh new techniques that will keep your store looking creative and innovative while staying on budget. Great ideas for dazzling displays, innovative props, creative packaging and more.



Master The Marketplace...Expert Insights for Finding and Keeping Profitable Business...

Presented by: Curt Skene

Author, Business Expert and Sales Coach provides audiences with an “out of the box” approach to getting things done! His mission is to show retailers “how they really can improve their bottom line!” Curt is a dynamic coach known for interactive ways for motivating his audience.



AGENDA

Tuesday May 31st, 2011
8:30 am to 4:00 pm

Walper Terrace Hotel
1 King Street West
Kitchener, ON N2G 1A1
www.walper.com

8:30 to 9:15	Registration & Continental Breakfast
9:15 to 9:30	Welcome, Opening Remarks & Introductions
9:30 to 10:45	Natalie MacNeil SocialMASTER Social Media Strategy for Small Business – Part 1
10:45 to 11:00	Break
11:00 to 12:00	Natalie MacNeil SocialMASTER Social Media Strategy for Small Business – Part 2
12:00 - 12:45	Lunch
12:45 - 1:45	Leslie Groves Interior Elements; Merchandising Made Easy
1:45 to 2:00	Break
2:00 to 3:45	Curt Skene Master The Marketplace Plus book value \$29. ⁹⁵

EVENT DETAILS

BIA members: \$79.00 (+HST)

NON-members: \$99.00 (+HST)

Includes: Continental breakfast, lunch, speakers sessions, parking, book ‘Master the Marketplace’ value \$29.95

Deadline for Registrations NOON May 27th

For more information CALL:
519-741-2604 or register online
waterlooregionsmallbusiness.ca
Click on Seminars & Events or Calendar

SocialMASTER Social Media Strategy for Small Business – Part 1 & 2

Presented by: Natalie MacNeil, Imaginarius

SocialMASTER™ Social Media Strategy for Small Business is broken up into six key parts that the instructor, Natalie MacNeil, has used to build her own brand online:

- Monitor your brand
- Pinpoint your target audience
- Develop a strategy for online presence
- Discover various social media tools to better engage your target audience
- Engage and influence your audience
- Review your return on investment (ROI)

Merchandising Made Easy

Presented by Leslie Groves, Interior Elements

Leslie is a retail consultant and trainer specializing in visual merchandising and marketing techniques. She enjoys sharing her knowledge and practical experience and is said to have an enthusiasm for retail that is truly contagious.

Master The Marketplace... Expert Insights for Finding and Keeping Profitable Business...

Presented by: Curt Skene

In this session participants will take away:

- Plus... over 75 actionable ideas that will help you achieve business and personal success
- The desire to create “real” value in every relationship
- Communicate their message so that the customer is inspired to buy
- A simple strategy for creating customer WOW!
- How to uncover pockets of opportunity
- How to become the customer’s trusted hero
- Powerful ideas on how to look at adversity in a positive light



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BIA members: \$79.00 (+HST) NON-members: \$99.00 (+HST)

REGISTRATION FORM

Registration deadline Thursday May 26th 2011

On-line: waterlooregionsmallbusiness.ca

Fax: 519-745-1522

Free Parking: [Click to view map for directions](#)
Any City of Kitchener public parking lot

Please FAX completed form to:
519-745-1522

or scan and email to:
chris.farrell@kitchener.ca

PAYMENT OPTIONS

Credit Card

or Please provide contact information below, we will contact you by phone to complete your registration.

Cheque: Waterloo Region Small Business Centre
200 King St. W., First Floor Kitchener, ON N2G 4G7
(Cheques payable to Waterloo Region Small Business Centre) No postdated cheques

Contact Information

Company: _____

Name: _____

Carholder Name: _____

Tel: _____

Email: _____