



Strategic Marketing Workshop*

Sponsored by
RG&E
Economic Development



Workshop Overview

This workshop focuses on the emerging significance of public relations and marketing on business development.

Through interactive dialogue, participants will examine their use of public relations and marketing strategies to improve customer relations and strategic alliances.

This workshop will also explore effective leadership strategies, and best practices designed to improve organizational performance.

Recommended For

Key company representatives
Business development
Marketing and sales
Customer service
Managers

Delivered By

Melody Cofield, President
The Market Access Company
www.themarketaccess.com

Registration Info

For form registration via fax, please visit
www.StrategicMarketingWorkshops.com

WEDNESDAY, June 25, 2008

Networking & Refreshments
7:30 to 8:30 a.m.

Workshop
8:30 a.m. to 4:30 p.m.

Networking & Lunch
Noon to 1 p.m.

Location: RG&E

89 East Avenue
Rochester, NY 14649
(Parking available at nearby public lots)

FREE for Members of:
Rochester Black Business Association,
Urban League Business Development,
Rochester Hispanic Business Association



Registration:

Phone: 585.724.8827

Fax Form To: 585.724.8691

Patricia Maier, RG&E

E-mail: patricia_maier@rge.com