



Grow It...Promote It!

Thursday, August 20, 2009
7:30 – 9:00 A.M.
The Club at Key Center



**\$37 includes continental breakfast & self-parking voucher
for Memorial Plaza Garage**

It's a twofer—two business experts with a combined total of more than 37 years of experience for the price of one—to help your business succeed. Business growth expert **Andy Birol, Birol Growth Consulting** and public relations expert **Rob Felber, Felber & Felber Marketing**, deliver a one-two devastating punch to the conventional wisdom about the basics of business growth and promotion.

Who Is This Workshop For? Business owners, entrepreneurs, business managers and advisors who want to grow and promote their companies in a more consistent, efficient manner.

Grow It... Andy Birol will help attendees:

- Discover how to exploit the marketplace changes
- Identify six steps that blend financial, relationship and technical skills
- Discuss how to ensure a company is selling all that customers will buy

Promote It... Rob Felber will help attendees:

- Determine newsworthiness of potential stories
- Identify seven ways to interact with reporters and editors
- Distinguish the dos and don'ts of working with the media
- Explore ways to effectively coordinate marketing and public relations tactics

The Club at Key Center is located at 127 Public Square in the Cleveland Marriott Hotel Downtown
Memorial Plaza Garage (underground parking) is located on St. Clair Ave.
Directions: www.theclubatkeycenter.com

**Advanced Registration Required, Limited Seating
Call The Club at 216.241.1272**

Why Attend? It helps YOU, your BUSINESS and SuccessTech Academy!

All Proceeds Benefit:
SuccessTech Academy

A small nontraditional public high school in the Cleveland Metropolitan School District

Event Sponsored By:

