

2017

Marketing Summit

*Strategies for Taking
Your Business to a Bigger Market*

Thursday, February 9

8:30 AM - 3:30PM

WinMock

168 E. Kinderton Way, Bermuda Run

\$50 Registration, includes Lunch

Guest Speakers



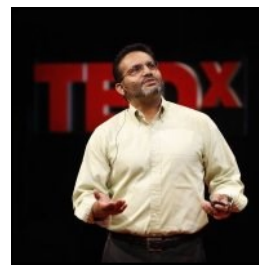
Nick Hawks
Certified eBay Ed Specialist



David M. Frankel
Inventor/Entrepreneur



Kathy Wall
President, The Media Matters



Angel Guerrero
Entrepreneur/Speaker



Benjamin King
Wake Forest University



Grace Kanoy
GeoCore Films/Story Teller



Carl Shatley
President, Rohl Design & Marketing



Register @ (336) 998-3220 - Deadline Feb. 3 For questions contact Martha Larson, Small Business Center Director (336) 224-4557

www.davidsonccc.edu/SBC

EVENT SPONSORSHIP OPPORTUNITY

FULL - DAY BOOTH & SPONSORSHIPS AVAILABLE

\$100 - Includes Display Area & Company
Summit Registration (up to 4)

\$ 75 - Includes Display Area & 1 Summit
Registration

\$ 25 - Display Area Only

*Contact Martha Larson, DCCC SBC Director @
(336) 224-4557 or mlarson@davidsoncc.edu
for more information & details*

Sponsorship Deadline: January 9, 2017

AGENDA

- 8:30 - 9:00 AM NETWORKING COFFEE
- 9:00 - 9:30 AM OPENING - DAVID FRANKEL
BRINGING A PRODUCT TO MARKET
- 9:45 - 10:30 AM CONCURRENT SESSIONS 1
- A. *WHAT ARE YOU WAITING FOR?*
DAVID M. FRANKEL
- B. *GRASSROOTS PR THAT PAYS*
KATHY WALL
- 10:45 - 11:30 AM CONCURRENT SESSIONS 2
- A. *RAVING FANS: MAKING CUSTOMERS YOUR BEST MARKETERS*
ANGEL GUERRERO
- B. *REBRANDING: STEP-BY-STEP*
KATHY WALL
- 11:45 - 12:30 PM LUNCH BENJAMIN KING, KEYNOTE
MEGA TRENDS THAT WILL SHAPE YOUR WORLD
- 12:45 - 1:30 PM CONCURRENT SESSIONS 3
- A. *THE BASICS OF STARTING YOUR EBAY BUSINESS PT 1*
NICK HAWKS
- B. *CUSTOMER QUEST*
CARL SHATLEY
- 1:45 - 2:30 PM CONCURRENT SESSIONS 4
- A. *THE BASICS OF STARTING YOUR EBAY BUSINESS PT 2*
NICK HAWKS
- B. *VISUAL MARKETING: TELLING A STORY*
GRACE KANOY
- 2:45 - 3:30 PM GENERAL SESSION - *BUILDING A HIGH-PERFORMING NETWORK*

EVENT VENDOR OPPORTUNITY

MARKETING SUMMIT 2/9/17

FULL - DAY VENDOR WAIVER

Organization Name _____ Contact Name _____

Contact Phone: _____ Contact Email: _____

Sponsorship & Exhibit Levels: (circle one)

- \$100 Includes display area & company summit registration (4)

Name(s) of attendee(s) for registration: _____

- \$75 Includes display area & 1 summit registration

Name of attendee: _____

- \$25 Display area only

Registration is complete with form and payment submission.

Postal stamp by January 9 - 5:00 PM

Make checks payable to DCCC - memo - SBC Marketing Summit

Mail to the attention of Martha Larson

Davie Education Center DCCC

120 Kinderton Blvd

Bermuda Run, NC 27006

(336) 224-4557 or mlarson@davidsonccc.edu