



Speakers World

Getting Your Act Together: Explore The Profitable World Of Seminars

Have you noticed how many seminars are being offered by corporations, non-profit organizations, educational institutions, and business professionals?

These seminars have become excellent opportunities to introduce the public to such complex subjects as health education, financial planning, and real estate investments. In fact, seminars have proven to be a consistently effective marketing tool to promote all kinds of products and services.

The reason? Live audiences respond to live speakers! The fact is, when you put a skilled speaker in front of an eager audience, you get results, the kind that can:

- expand your company's visibility;
- raise your business credibility;
- create an energized sales environment;
- personalize your sales message;
- reinforce the need for your products and services;
- receive instant communications feedback;
- identify and target specific market segments; and
- attract new clients!

While successful seminars do indeed bring results, producing such seminars is not always an easy task. It takes work - and lots of it. There are many factors to weigh, approaches to consider, and details, details, details. Most companies today do not have the luxury of full-time staffs dedicated to such an overwhelming and specialized undertaking. That's where we come in.



Speakers World

SPEAKERS WORLD CAN SAVE YOU TIME AND MONEY

Speakers World offers a wide range of services in seminar production that include:

- working with you to define objectives and select topics;
- identifying your target audiences;
- recommending and coordinating professional speakers;
- providing one-on-one presentation skills coaching for your own in-house speakers;
- developing and implementing a marketing plan;
- budgeting programs and locating co-sponsors; and
- evaluating and selecting promotional strategies.

And there's more. We can take many other important but time-consuming logistical burdens off your shoulders, including site selection, contract negotiation, vendor management, and production of print and electronic collateral materials. Management of or assistance with back-of-the-room product sales and direct mail/online marketing are also within our reach.

Let Speakers World help you get results! Contact Brenda Besdansky at **415/474-1610** and info@speakersworld.com or visit our website at www.speakersworld.com to see our full range of programs and services.

Speakers World is a national seminar production, presentations consulting and coaching company working hand-in-hand with a wide range of businesses. Operating with our experienced team of seminar professionals, we offer specialized knowledge about seminar production, promotion, pricing, and packaging. Think of us as your full service resource center, one with the ability to plan, organize and deliver successful seminars.