

Chapter Speaker Series



Meg Fasy
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TOPICS:

The Dollars & Sense of Sponsorships
Building Your Sponsorship Strategy
Sponsorship Trends

The Dollars & Sense of Sponsorships

Attendees will walk away with a strong basic understanding of how to build their sponsorship strategy

1. Create Realistic Goals
2. Prospectus Development
3. Building Strong Ecosystem

Building Your Sponsorship Strategy

Attendees will learn how to look at their sponsors, prospectus, expo as part of their event strategy not just revenue drivers.

1. How to building a 3 Year Sponsorship Strategy
2. How the Right Strategy will Impact Your Entire Meeting
3. Learn How to Incorporate the Examples and Opportunities that will be Shared in the Session

Sponsorship Trends

Attendees will learn what is new in the world of sponsorships

1. How and When to Incorporate New Ideas
2. How to Build a Strong Sponsor Eco-System
3. Learn What's Next

Profile:

Meg has worked for (or with) some of the biggest brands you know. Her career spans several markets including hotel, CVB, industry associations, event technology and strategic partnerships, where she has been both a buyer and seller. Meg is best known for motivating sales and marketing teams, driving strategy and connecting people. She started FazeFWD, a sponsorship management company, because she saw the need to elevate the conversations between organizers and brand partners for the mutual goal of increasing attendee engagement.

Meg is a well-known speaker who has been a featured expert in all the major meeting and event industry publications, including MPI's The Meeting Professional and PCMA's Convene. When she's not focused on creating the next big thing in the meeting and event industry, you'll often find Meg on the water as a world champion dragon boater—she was a member of the gold medal-winning team at the International Dragon Boat Championships in Italy in 2016 and Hungary in 2018.

ALSO, A FERN SPONSORED SPEAKER



Steven G. Foster
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TOPICS:

Full-Throttle Goodness: Fueling Events with Passion, Power & Purpose

Full-Throttle Leadership: Passion, Power & Purpose

Full-Throttle Goodness: Fueling Events with Passion, Power & Purpose

Full-Throttle Goodness focusses on ways Giving Back can influence loyalty, increase brand awareness and create profound engagement in the communities where we live, work and meet. Steven says it best; *“purpose-filled work is not just another route to discovering personal satisfaction; its also the fuel that powers growth, relationships and influence, and that’s what meetings and events are supposed to do.”* How much more bottom-line, positive business impact could you generate at a meeting or event that gives back, changes lives, builds community, and educates and elevates everyone who participates in creating a real sense of purpose and meaning.

Learner Outcomes

1. Identify the impact of giving back to your organization’s growth and business strategy
 2. Develop, plan, promote and execute a sustainable community service event
 3. Activate a “Full-Throttle Goodness” culture that engages attendees and stakeholders
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Full-Throttle Leadership: Passion, Power & Purpose

Provides organizations and individuals a leadership roadmap inspired by the many people he met across the county whose remarkable courage and resilience overcame unimaginable tragedies and challenges. Full-Throttle Leadership is the fuel that powers lasting impact and success through purpose-filled work, encouraging others on their own personal and professional ride. It’s finding passion in the many opportunities we have every day to give back in the communities where we live, work and meet.

Learning Outcomes

1. Passion: Position doesn’t make you a leader. Action makes you a leader
2. Power: Conditions Change. Learn to Ride in the Rain
3. Purpose: Never mistake horsepower for staying power

Steven G. Foster, CMP, is Managing Partner of [Foster + Fathom](http://www.foster-fathom.com), a Leadership Training and TRIBE-Building Group in Dallas, Tx. An award-winning speaker, writer, consultant, entrepreneur and advocate for giving back to communities where we live, work and meet; Steven’s roadmap for success is simple and straightforward; “outlook always determines outcome, so “Full-Throttle.”



Kimberly Hardcastle-Geddes

President

mdg

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TOPIC: Attendee Acquisition: What's working to drive attendance in today's new marketing reality.

Program Description: Kimberly will discuss the tools, tactics and technologies that are moving the attendance needle for trade shows and conferences across the country.

Learning Outcomes:

Discover what's actually working to drive attendance in today's new media landscape.

Get inspiration and ideas that can be immediately applied for your next campaign.

Profile: Kimberly Hardcastle-Geddes is president and chief marketing strategist at mdg, a 110+-person agency with offices in Southern California, Chicago and Washington, D.C. Specializing in event and association marketing, mdg brings together marketing researchers and strategists, digital specialists, data experts and a robust creative team to provide complete marketing solutions that help clients achieve their objectives. Kimberly is a CEM faculty member, a Krakoff Leaders Institute alumna, a monthly columnist for PCMA Convene, a presenter of industry seminars on strategic planning and, most importantly, an integral collaborator for several prominent association and event clients across in the country.



Troy Harrison
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TOPICS:

- The Unconventional Secrets of Getting the Most out of Your Salespeople
- Smart Sales Hiring
- Name Your Price – And Get It
- The Language of Selling: Getting Back to Basics to Enhance Your Communication

The Unconventional Secrets of Getting the Most out of Your Salespeople:

Too many managers believe that sales management is simply a process of hiring, firing, discipline, and activity counting. However, the path to maximum performance from your sales force lies in the Sales Manager's ability to change the behavior of his salespeople. In this program, nationally renowned sales trainer and consultant exposes the "unconventional truth" of managing for high performance. Attendees should be prepared to learn a completely new (and more effective) style of sales management based on relationships and persuasion rather than a power dynamic.

Topics covered include:

1. Managing your Emotional Bank Account
2. Building Successful Relationships with your salespeople
3. The Two variables of sales performance
4. Activity troubleshooting, And more!

Who should attend: Sales Managers, Owners, any manager who manages the sales function.

Name Your Price – And Get It:

The most difficult conversation that salespeople have centers on price; too many salespeople find themselves giving away price unnecessarily. They do this because of fear and lack of understanding. Worse, most salespeople initiate the customer's price-cutting strategies without even realizing it! Attendees will learn how to maximize their profit and price on sales by implementing strategies in the sales conversation that lead to a maximization of value in the customer's eyes. Topics covered include:

1. Where price fits in the buying matrix
2. Stupid stuff salespeople say that costs them money
3. Dealing with negotiation, and more!

Who Should Attend: Professional Salespeople, Sales Managers

The Language of Selling: Getting Back to Basics to Enhance Your Communication

Are you ready for the changes in the language of selling and persuasion? Today, smart professionals are recognizing that what customers demand is simple, straightforward communication and language, and we have to adapt to this demand. The buzzword of selling these days is a LACK of buzzwords. Customers want you to say what you mean, and mean what you say, and whether you think you are in sales or not, if you are in outreach or business development, you are selling. Are you ready to embrace the language of selling? This program will give you the communication tools you need. Key take-aways include:

1. Why no one wins at "buzzword bingo"
2. How to cut through the white noise of irrelevancy to drive customers to your real message

3. The litmus test – how to choose your terminology
4. And more!

Profile: As of 2019, Troy Harrison has trained salespeople from 23 different countries on two different continents. He’s worked with principals of companies in the United States, Canada, Europe, and the Middle East. That’s why they call him the “Sales Navigator” – he navigates the globe teaching the very best and most contemporary techniques for selling and sales management to clients worldwide.

Thousands of professionals worldwide have read and benefited from his books, “Sell Like You Mean It!” (an Axiom Business Book of the Year nominee) and “The Pocket Sales Manager,” and hundreds of thousands of people across multiple industries read his monthly articles in 20 different trade magazines.

ALSO, A FERN SPONSORED SPEAKER





Jenni Hesterman (Colonel, U.S. Air Force, retired)

Vice President, Business Resiliency
Watermark Rick Management International
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TOPICS:

- Securing Public Spaces: A Practical Exercise
- Women in Leadership: Achieving Balance and Professional Success

Securing Public Spaces: A Practical Exercise

Program Description: Attendees will arrive with a specific venue, public space or mass gathering in mind. After a brief overview of soft targets and current threats, presenter will introduce a scored assessment following the same format used by law enforcement to help organizations determine vulnerability to acts of terrorism or other incidences of violence. Lessons learned from recent attacks, red teaming events and other tactical and operational information will be interwoven into the session to add context. Participants will leave with an understanding of how to conduct a soft target vulnerability assessment, a scored instrument for their venue or event, and unique ideas for hardening soft targets and reducing vulnerability to terrorist and criminal attack. This was one of the top rated sessions at IAEE Expo! Expo! in 2019.

Learner Outcomes:

1. Demonstrate how to conduct a thorough and accurate vulnerability assessment
2. Understand how to use a completed vulnerability assessment to prepare a plan for protecting a crowded public space
3. Comprehend how emergent threats and recent attacks impact vulnerability assessments and ongoing hardening activities

Women in Leadership: Achieving Balance and Professional Success

Program Description: Women in Leadership: Achieving Balance and Professional Success

Women have a unique set of challenges, whether working in male-oriented workplaces or C-Suite positions - yet they can be extraordinarily successful! In order to achieve our greatest potential, we must seek to understand what drives us towards leadership roles, develop a compass, prioritize our time, and make life and work decisions around what is most important.

Intended Audience: Everyone! Female leaders, as well as men who supervise, work for or work with them.

Learner Outcomes:

1. Identify obstacles and barriers women experience while striving to achieve balance and success
2. More effectively set personal and professional goals, and better manage time and resources
3. Better understand the power of mentoring, specifically the challenges and benefits of cross-gender mentoring relationships

Profile: Dr. Jennifer Hesterman is a retired Air Force colonel who served in three Pentagon tours and commanded in the field multiple times. Her last assignment was Vice Commander at Andrews Air Force Base, Maryland, where she led installation security, force support, and the 1st Helicopter Squadron, and regularly escorted the President and other heads of State on the ramp. She is the recipient of the Legion of Merit, the Meritorious Service medal with 5 oak leaf clusters and the Global War on Terrorism Service medal.

After her military retirement in 2007, Dr. Hesterman started working as a private contractor in Washington, DC studying international and domestic terrorist organizations, transnational threats, organized crime and the terrorist and criminal exploitation of the Internet. She is presently Vice President, Watermark Risk Management International, is on the Board of Directors for the International Foundation for Protection Officers and advises the Homeland Security Training Institute at the College of DuPage in Chicago. In addition to providing soft target security assessments, she designs and instructs graduate level security courses for the Defense Counterintelligence and Security Agency, Department of Defense.

She holds a doctoral degree from Benedictine University, Master of Science degrees from Johns Hopkins University and Air University, and a Bachelor of Science degree from Penn State University. In 2003, she was a National Defense Fellow at the Center for Strategic and International Studies in Washington, D.C. where she studied the terror-crime nexus; her resulting book, *Transnational Crime and the Criminal-Terrorist Nexus*, won the Air Force Research Award for 2004. She is a 2006 alumnus of the Harvard Senior Executive Fellows program and was a senior fellow at the Center for Cyber and Homeland Security at George Washington University from 2016-2018.

An academic author for the Taylor & Francis Group, Dr. Hesterman's book *Soft Target Hardening: Protecting People from Attack* was the ASIS Security Industry Book of the Year for 2015. The second edition received the same honors in 2019 and was the Social Sciences Book of the Year for Taylor & Francis. She also authored *Soft Target Crisis Management* (2016) and *The Terrorist-Criminal Nexus* (2013).

Dr. Hesterman is a sought-after public speaker, with over 60 keynote, guest speaking and training events in the U.S. and abroad since 2007 for ASIS, FBI, DHS, DoD, state and local law enforcement, Fortune 100 companies and Major League Baseball.

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Alex Plaxen, MTA
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TOPICSs:

- Beyond Expectations: Creating Social Media Goals for our Events and Achieving Them
- Crisis Communications: Anticipate & Communicate
- #Money: Sponsorship in the Age of Social Media
- #DIVERSITY: Creating an Inclusive Social Media Strategy

Beyond Expectations: Creating Social Media Goals for our Events and Achieving Them

In 2020, our attendees expect to see social media campaigns before, during, and after our events. But beyond ticket sales and general marketing, what are you really trying to accomplish by using social media? Developing a social media strategy isn't free. It requires time, money, and resources to be successful. It's time to stop thinking of it as an afterthought, and start considering it a useful tool in our arsenal for achieving the major goals of our event. In this session you'll have an opportunity to develop goals and examine how a strong social media strategy can impact the stakeholder experience at your event. We'll also discuss how to demonstrate ROI to those who matter.

Learner Outcomes:

1. Discover what a strong social media strategy for your events looks like.
 2. Develop social media goals that you can achieve beyond vanity metrics.
 3. Learn how to prove social media ROI to the stakeholders in your organization.
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Crisis Communications: Anticipate & Communicate

Be prepared for the unexpected. It's an often-used phrase that is often confusing. After all, how can we prepare for what we don't expect to happen? The answer ultimately comes down to developing a Communications Plan that includes three things; auditing your vulnerabilities, training your spokespeople, and establishing means of communicating.

We'll answer your burning questions about how to use social media when it really matters. The basic steps of effective crisis communications are not difficult, but they require advance work in order to minimize damage. Learn how to create a Communications Plan for your event and make critical decisions for your organization. Never be caught unprepared again!

Learner Outcomes:

1. Discover the results of a poorly developed, poorly executed, or non-existent plan
 2. Understand the basic principles of creating a Crisis Communications plan and effective emergency management
 3. Learn best practices for internal and external communications during a crisis
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#Money: Sponsorship in the Age of Social Media

Whether you're planning a conference, trade show, or event, there's a good chance that, in order to be profitable, you'll have to get sponsors. Your sponsors are your customers and it's important to make sure you're selling them the best products. In 2017, social media marketing is valuable because it allows companies to directly engage with their customers, build brand presence, and ultimately sell more products. Learn what options you have to develop killer social media sponsorship packages that mutually benefit both your sponsors and your organization. Now, more than ever

before, social media enables core business objectives and provides so many different metrics and new data streams on customers and their behavior. With the rise in new platforms like Snapchat and new live streaming capabilities, authenticity and shareability have new clout. Learn how to create innovative sponsorships that will appeal to your attendees and show an increase in ROI to your sponsors.

Learner Outcomes:

1. Identify new ideas for hashtag use, how to create one and how to use it.
 2. Discover how to price social media sponsorship packages.
 3. Explain how social media analytics can help you achieve your sponsor's and your company's business goals.
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#DIVERSITY: Creating an Inclusive Social Media Strategy

#BlackGirlMagic #MeToo #TransRightsAreHumanRights #MAGA #EventProf

Social media, more than ever before, has the power to build communities and connect like-minded individuals on a digital platform in a very personal way. There's a hashtag for everyone... some more controversial than others! As event professionals we strive to connect with each and every one of our diverse stakeholders in order to make them feel included in our events, yet we often struggle in our marketing and engagement efforts on social media to find a balance where our strategy feels authentic. Every month we hear about a new brand controversy regarding a misstep in their diversity and inclusion strategy on social media, including cultural appropriation or conflicting messaging. We're going to break down the do's and the don'ts of diversity and inclusion on social media, tactics for reaching a multicultural audience, and how to avoid a PR nightmare.

Learner Outcomes:

1. Identify areas of diversity we can be inclusive of on social media including race, gender, sexuality, religion, and more.
2. Discover tactics for reaching a multicultural audience in an authentic way.
3. Learn best practices for digital diversity and inclusion that will help you connect with your attendees and avoid a PR nightmare.

Profile: Alex Plaxen is President and Founder of Little Bird Told Media, a consulting firm for strategic digital communication and engagement for events. He graduated with a Master's in Tourism Administration with a focus on event and meeting management from George Washington University. Alex is actively involved in leadership roles in the meetings and events industry, currently serving as Meetings Mean Business ambassador.

In addition to his industry work, Alex has been honored locally and internationally as an emerging leader in the events industry, recognized as one of Meetings & Conventions magazine's Rising Stars of 2019, the recipient of Meeting Professionals International's RISE Award for Young Professional Achievement in 2018, named to the inaugural BizBash Top 500 People in Events in 2018, Meetings Today magazine's 2018 Meetings Trendsetters, Connect Association 40 under 40 in 2017 and Professional Convention Management Association 20 in their Twenties Class of 2016.

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TOPICS:

- Be Your Own Superhero
- Ignite Your LinkedIn Profile: Ignite Opportunities
- Learning from the Past to Shape the Future

Be Your Own Superhero

So now you have a great job and are doing it well. But this is the perfect time to take it to the next level and be the superhero of your career! This session is to help you learn to do your work better, help others, boost your internal leadership profile, and help the organization, as a whole, evolve. Career management strategist, Dawn Rasmussen, CMP, will provide easily relatable but highly actionable steps to take to make a difference in the workplace and your career, while striving for excellence. And that's what superheroes are made of – they take the power of the past and leverage it into being a force of the future!

Learning Outcomes:

1. Learn to activate your critical thinking skills to identify opportunities where others don't.
 2. Define specific actions you can take to supercharge your workplace contributions.
 3. Learn about the different career phases and shape how you react to reaching those stages, adjusting your superhero tactics.
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Ignite Your LinkedIn Profile: Ignite Opportunities

LinkedIn is THE tool or business networking! Are you using it to its fullest? Learn how to position yourself to attract business opportunities, find potential business partners, research business intelligence, and yes, even attract job opportunities. LinkedIn writer Dawn Rasmussen, CMP, will provide step-by-step instructions on how you can get the most out of this important networking platform to showcase your strengths and use this tool to its fullest potential.

Learning Outcomes:

1. Find out how to position yourself using specific language that catches people's attention.
 2. Discover ways to attract people and potential customers your profile and set the tone of what they learn about you.
 3. Understand how conduct helpful and insightful research using the power of all the data stored in LinkedIn.
-

Learning from the Past to Shape the Future

Whether we make mistakes or look back in the rearview mirror to see things that we could have done better, reviewing what we have done in the past are powerful learning tools for helping us continually evolve our careers and our skill sets. Career management coach Dawn Rasmussen, CMP will guide attendees through an important voyage of self-

discovery to find out ways we can continuously improve our knowledge, skills, and abilities as we aim to become the best at what we do.

Learning outcomes:

1. Learn how to conduct a powerful review of key learning moments.
2. Find out how to take those findings and use that as a decisive career roadmap with definitive action steps
3. Tackle the difficult conversation of when we have failed and how to transform that into a positive outcome.

Profile: Dawn Rasmussen, a certified résumé writer, is the president of Portland, Ore.-based Pathfinder Writing and Career Services and author of *“Forget Job Security: Build Your Marketability”* which is the first-ever book that provides a complete roadmap on how manage your career.

Instead of continuing this speaker introduction with a long, boring list of career accolades or high-profile media outlets where she has been featured, I am going to share with you the one thing that makes Dawn “tick”: a relentless and tireless desire to help everyone understand the importance of actively managing their career every minute of every day.

So if Dawn makes you uncomfortable during today’s presentation, that’s great! That tells her that she has pushed your envelope (in a good way) and helped make you think, and means that this is the first step in the journey where you to begin to actively manage your career destiny.

When she isn’t busy working with résumé clients, speaking to conference groups internationally and nationally, writing articles / blogs, or teaching, Dawn is hiking in Oregon’s spectacular outdoors, kayaking, or plotting her next adventure.

ALSO, A FERN SPONSORED SPEAKER





Mary Ellen Sokalski, MAS
The Scarlet Markteer Standout Marketing
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TOPICS:

- The Secrets to Building Stronger Relationships - *From Door-Opening Networking to Door-Closing "Not Nows"*
- Tying the Trust Knot in the Workplace

The Secrets to Building Stronger Relationships - *From Door-Opening Networking to Door-Closing "Not Nows"* -

Program Description: An interactive session that engages even the most seasoned business professionals on how they can build new and existing relationships to accomplish even more goals, whether they are in the client or service partner role. The first part of the session concentrates on learning how to better network in the sea of prospects and service providers, no matter if you're a shy introvert or a smooth salesperson. All levels will leave with their networking power tools sharpened to enter every event more strategically and purposefully than ever before. The remainder of the session covers best practices in building and firming relationships, creatively following up on opportunities, and learning to say no or not now (and respond to those cues professionally when presented.)

- The right way to approach networking (Yes, there is a correct way!)
- Developing a powerful elevator speech
- Preparing for your networking encounter
- Creative ways to follow up
- How to keep those relationships going with going overboard
- How to avoid time-suckers
- The best practices in saying and responding to NO or NOT NOW

Learner Outcomes: *Participants will:*

1. Learn best practices in networking and building relationships
2. Practices to avoid
3. Learn and practice a new twist on a more productive elevator speech
4. Have fun practicing tips and secrets to improving their networking exchanges with new prospects and existing contacts.
5. Discover why it's important to follow up creatively
6. Understand how to say NO, and respond to NO
7. How to manage your networking space and time

Tying the Trust Knot in the Workplace - Session Description:

You spend 1/3 of your day with your coworkers. That's a lot of time together with people from different backgrounds, personalities, job titles. So how do you get along better? Strengthen those ties? This session includes several physical exercises and fun, interactive trust-building sessions so participants can better understand how others feel, and see what it's like to walk in someone else's shoes. Exercises are appropriate for all.

Learner Outcomes

1. Understand what trust means in the workplace
2. Realize that more trust = better performance for all players
3. Experience what it's like to see others you work with from a different perspective

4. Discover what it feels like to play different roles in a company
5. Be able to open talk about expectations from teammates

Profile: Mary Ellen Sokalski is known as the most award-winning and animated speaker in the Promotional Branding Industry, earning top audience scores and packed houses for the last 30 years. According to former SAAGNY Executive Director Jonathan Reigel, she "could make a reading of the phone book fun," but prefers to use her Mary Poppins bag of tips, tricks, props and colorful stories to leave audiences learning and laughing on a variety of topics. By work day, she led the marketing of two huge corporate giants (ASI & Bodek and Rhodes) – growing each 500% in her tenure - while also winning more creativity and results awards than any other individual. In 2014 she launched her own “stand out” marketing agency called The Scarlet Marketeer, and credits its first 4 years of success to good old-fashioned NETWORKING, roll-up-your-sleeves grass roots marketing, and her own secret sauce! She hopes to give you a taste during a fun, interactive networking adventure.

- Trained professional speaker with over 30 years presenting and facilitating sessions, from 10-3000
- Consistently rated “Top 5 Speaker” and facilitator at industry conferences on a dozen different topics
- Awarded both PPAI Speaker of the Year (one of only 6 ever presented) and PPAI Lifetime Achievement in Education (one of only 2 presented,) plus dozens of creativity-with-results marketing awards and service awards, including the PPAI Woman of Achievement in 2018.



Sherron Washington
Found and CEO
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TOPICS:

- Promotion Principles: Ethical Strategies to Creating Effective Marketing
- MarComm Mash-Up
- Marketing Simplified: The 15-Minute Marketing Plan
- Unmasking and Managing Bias in the Workplace
- Your Response Matters: How to Become an Effective Communicator in Conflict

Promotion Principles: Ethical Strategies to Creating Effective Marketing

Marketing is often viewed as deceptive, synthetic, artificial and untrustworthy; it is best to for companies to employ methods that embody trust, boost credibility and create brand worthiness to increase growth. In fact, recent trends have demonstrated that consumers prefer to do business with those companies who operate within a morally sound perspective. So it is imperative for businesses to create a distinctive ethical presence in the marketplace that encourage engagement, motivated sales, and influence others to share their experiences within their networks.

This session will provide principles and strategies in transparency, accountability, professionalism, and inclusion resulting in a more positive corporate image that promotes growth in lead generation and sales.

Learning Outcomes

1. Identify and discuss deceptive marketing
 2. Examine ethical marketing principles
 3. Acquire ethical marketing strategies that increase lead generation and market exposure
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MarComm Mash-Up

An open question and answer session with Sherron Washington and a leading industry executive to address critical marketing and communication challenges that today's event professionals are facing. Sherron will lead attendees in discussion with a notable expert to:

Learning Outcomes

1. Gaining exposure to insights and trends in marketing and communication
 2. Acquire fresh perspectives through candid dialogue and interactions
 3. Explore creative marketing and communication tactics
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Marketing Simplified: The 15-Minute Marketing Plan

The age of creating a multi-page, complexed plan that is rarely used or abandoned is over. Marketing should never be that complicated or time-consuming. Developing a simple marketing plan is critical to business success and gaining the skill to craft and implement quick, creative and compelling promotional strategies is the key to positively impacting position and the bottom line. This interactive session teaches you to maximize marketing efforts quickly and effectively using a streamlined, one-page marketing plan.

Learning Outcomes

1. Distinguish between marketing, sales and public relations
 2. Obtain an effective process to building a one-page marketing plan
 3. Explore various methods on how to implement the plan
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COMMUNICATION TOPICS

Unmasking and Managing Bias in the Workplace

This training is designed to help employees develop the necessary competencies that are required for effective interpersonal and small group interactions. Participants will learn how to accurately respond to various situations to help build connectivity and maintain efficient communication. They will also learn various communication techniques for face-to face, online, and written exchanges that will provide tactics that teach engaging and open communication styles that lead to more positive outcomes within the workplace.

Learning Outcomes:

1. Identify and discuss the origin of personal biases
 2. Gain positive responsive online, face-to-face and written communication tactics
 3. Gain best practices on how to manage biases in order to communicate effectively
-

Your Response Matters: How to Become an Effective Communicator in Conflict

This training is designed to teach basic principles involving how to understand, manage and avert conflict. This interactive session will help participants to discover how to combat initiators such as: poor communication and bias, that thwarts responding to conflicts internally and externally within an organization.

Learning Outcomes:

1. Identify Different Conflict Styles
2. Navigate Through Conflict
3. Respond Quickly to Conflict Effectively

Profile:

In addition to being an author, speaker, trainer, and social media contributor, Sherron Washington is the founder and CEO of The P3 Solution, a full-service marketing and communication firm that specializes in providing simple strategy, design and social media marketing solutions for SME's, associations and entrepreneurs. She has built her firm around the principle of "marketing simple," which instruct clients to embrace simplified methods to promoting themselves and their business. She has imparted her marketing wisdom and expertise for nearly 20 years and has been deemed by many as "The Marketing Whisperer" due to her uncanny ability to assist clients in developing innovative, results driven, yet simple solutions for their business. Sherron holds a Bachelor of Arts and a Master of Arts in Communication from Trinity University in Washington, DC.

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