

eMarketing for Entrepreneurs

Practical Solutions For Your Business

On May 4th, 2007, Corporate College East will present eMarketing For Entrepreneurs. You will learn practical strategies and tactics for eMarketing and techniques that you can implement immediately.

Featured speaker, John Jantsch has been called the *World's Most Practical Small Business Expert* for consistently delivering real-world, proven small business marketing ideas and strategies. John is a veteran marketing coach, award winning blogger, and author of *Duct Tape Marketing – The World's Most Practical Small Business Marketing Guide*.



The full day conference only costs \$129 for the entire day, and includes breakfast and lunch, all materials, a copy of John's book, and many other 'takeaways'.

There will be three one-hour breakout sessions throughout the day. Topics covered include:

- Email marketing
- Websites and Search Engine Optimization (SEO)
- Mobile marketing (SMS)
- Blogging, RSS, and podcasts
- Content management systems (CMS) and user generated content

Learn practical strategies and tactics for eMarketing. Walk away with skills you can implement immediately.



May 4th Agenda

7:30AM – 8:45 AM	Registration, networking, and breakfast
(7:30AM – 8:00AM)	(Exhibit set up)
8:45AM – 10:30AM	Opening session and keynote
10:30AM – 10:45AM	Break #1
10:45AM – 11:45AM	Breakout #1
11:45AM – 12:00PM	Break #2
12:00PM – 1:15PM	Lunch
(12:00PM – 12:30PM)	(Book signing)
(12:30PM – 1:15PM)	(Panel discussion)
1:15PM – 1:45PM	Exhibits
1:45PM – 2:45PM	Breakout #2
2:45PM – 3:00PM	Break #3
3:00PM – 4:00PM	Breakout #3
4:00PM – 4:30PM	Conclusions and next steps

Keynote and Breakout Session Details

- Keynote Topic : New Media Marketing Tools
 - How to use blogs, podcasts, social software and RSS to create loyal customers and gain a competitive advantage. John Jantsch will introduce participants to the power of new media marketing tools and the many changing ways that successful marketers are using these tools to dominate markets.
- Select from four breakout session tracks:
 - Beginner (B), Intermediate (I), Advanced (A), and Hands-On (H)
 - John Jantsch will facilitate 2 “Hands-On” sessions in a computer lab
 - 18 participants per session, pre-registration required
 - Breakout session topics could include: email marketing, websites, mobile marketing, blogging / RSS / podcasts, user generated content / wiki / knowledgebase / discussion boards, search engine optimization



Sponsorship Benefits

- **Position your organization** as one that serves the growing market of technology savvy people using electronic communications for competitive advantage
- **Reach a broad range of decision makers** from a cross section of industries
- **Boost your exposure** -- This conference has the potential to significantly boost your organization's exposure while raising community awareness throughout the region for being helpful to the needs of growing businesses and non-profit organizations
- **Increase brand awareness** --Take advantage of a one-of-a-kind opportunity to promote your brand, products, and services. Distribute information to a unique segment—technology providers as well as decision makers from companies seeking help in delivering their marketing message.

Sponsorship Matrix

Sponsorship Packages	Platinum \$5,000	Diamond \$2,500	Gold \$1,000	Exhibitor \$499
Conference banner with your organization logo	X	X		
Name and logo on conference website	X	X	X	Name only
Name on collateral marketing material and emails	X	X		
Link to organization website on conference website	X	X		
Conference registration	3	2	1	
One exhibit table (5')	X	X	X	X
Opportunity to distribute promotional material in conference bags (approx. 150)	X	X	X	
Organization name and logo in conference materials	X	X	X	Name only
VIP access and reserved table	X			
Name on electronic rotating sign outside the college	X			
Ad space in conference program (deadline April 13)	1/2 page	1/3 page	1/4 page	