

## ANNOUNCING TWO GREAT WORKSHOPS IN EAU CLAIRE

**Building Your Brand** | Wednesday, Oct. 28, 2009

**Getting Big Results with Small Ad Budgets** | Wednesday, Nov. 18, 2009

[WWW.UWEC.EDU/CE/BUSINESS](http://WWW.UWEC.EDU/CE/BUSINESS)

### Start. Manage. Grow.

#### MORE GREAT LEARNING OPPORTUNITIES:

##### QUICKBOOKS BASICS

October 7 and 14, 2009 | 8:30 a.m. - Noon

##### USING QUICKBOOKS EFFECTIVELY

October 21, 2009 | 8:30 a.m. - Noon

For a full listing of all programs available go to [www.uwec.edu/ce/business](http://www.uwec.edu/ce/business).

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## Do you help promote your organization?



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University of Wisconsin-Eau Claire  
SMALL BUSINESS DEVELOPMENT CENTER

Start. Manage. Grow.

## You can't afford to miss potential customers!

UPDATE YOUR KNOWLEDGE ON HOW TO PREVENT COMMON AND EXPENSIVE MISTAKES.

### Where are your customers and how do you connect?

During a recession, the importance of successful effective marketing can't be overestimated. If you need a fast, reliable way to get your marketing skills up to speed, this action-oriented workshop is for you.

Fast-forward your learning curve and sharpen your skills with tips and strategies for increasing customers and saving your company money.

Investigate two critical concerns for promoting your organization:

- Establishing an indelible image which evokes the essence of your product or service to your clients
- Promoting your product or service effectively and within budget

### What's your company's story?

### How effective is your marketing movement?

### What's your marketing plan?

#### YOU WILL:

- Learn current trends used by marketing professionals to sell products and services
- Discover how other small businesses and non-profits are meeting similar challenges
- Evaluate effectiveness of your current practices
- Identify efficient ways to connect with your target customers
- Save time and money by planning your strategy

### Who are you leading?

### How do your customers see you?

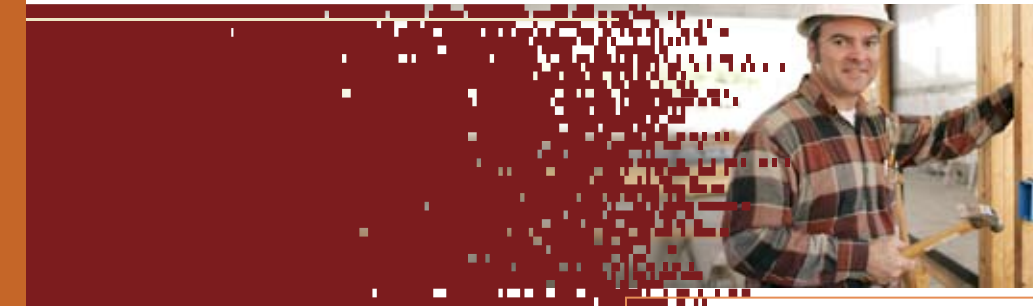
Two great programs designed for anyone involved in promoting, advertising or performing public relations for an organization.

[www.uwec.edu/ce/business](http://www.uwec.edu/ce/business)

## Start. Manage. Grow.

University of Wisconsin-Eau Claire Small Business Development Center (SBDC) brings these educational workshops to you. We serve business and entrepreneurs through a variety of educational programs. No-cost, confidential, one-to-one business counseling is available throughout the year. Let us know what your needs are and how we can help you build your successful business.

UW-Eau Claire Small Business Development Center | 715-836-5811



### BE YOUR OWN BOSS

Whether you want to start a business or expand a current business, the **Entrepreneurial Training Program** will help you stay focused and move step-by-step toward your goal. An intensive, 12-week hands-on workshop, ETP will help you test a business concept or take your existing business to the next level. Please contact us for an application to participate in the next session.

*"WE HELP BUILD GREAT WISCONSIN COMPANIES."*

[www.uwec.edu/ce/sbdc/etp](http://www.uwec.edu/ce/sbdc/etp)



University of Wisconsin-Eau Claire  
Continuing Education / UW-Extension

Connecting Campus and Community

[www.uwec.edu/ce/business](http://www.uwec.edu/ce/business)

8:30 A.M. – 4:30 P.M.  
WEDNESDAY | OCTOBER 28 | 2009

# Building Your Brand

## What's your story and how is it told?

Which comes first your story or your largest customer's story? Both are mission critical and one sets up the other. How do you generate excitement about your business? Better yet, how do you start a movement? Does your business inspire, engage, and captivate customers? Do your customers stand up for you?

Your brand is more than just a logo on your letterhead and business cards. It's the energy your customers would expect to receive from you. A successful brand tells the world who you are, what you do, and how THEY win ... big time every time.

Brands drive the mysteriously delicate and amazingly powerful concept of perceived value. This seminar showcases the best of the best, and teaches you how to assess your brand's value from your customers' point of view. You will also learn how to identify why they choose to do business with you, how to capture that "lightning in a bottle," and how to serve it every day so you're fresh, familiar and yet special.

### DISCUSSION TOPICS:

#### Learning from best practices

- Power lines, slogans, taglines, mottos and jingles
- Identifying the "power" in power lines
- Seven revelations about power lines

#### Assessing your brand

- How is your brand evolving
- Economic benefits of a strong brand
- Signs your brand needs an update
- Feedback on your brand assessment

#### Building brand equity

- Assets and liabilities associated with a brand
- Managing brand loyalty
- Key components of brand equity
- Your personal business brands

#### Assembling your branding team

- Enlisting professional assistance
- Criteria for excellence



Both programs are held at the **SLEEP INN & SUITES CONFERENCE CENTER**, just minutes north of Eau Claire at the intersection of Highway 29 and County Road T.

8:30 A.M. – 4:30 P.M.  
WEDNESDAY | NOVEMBER 18 | 2009

# Getting Big Results with Small Ad Budgets

## Now is the time to advertise!

Your advertising budget is dwindling and your need for customers is growing. How can you maximize your marketing budget and make sure your getting noticed? Who are you customers what motivates them to buy? Where do they get their information and how do you connect? How do you find new customers?

Craft an effective advertising plan, learn more about building your customers and connect!

### DISCUSSION TOPICS:

#### Capturing your customers

- Six proven tools of persuasion
- Five essential ingredients for customer retention

#### Getting the big picture

- Integrated marketing communications
- Choosing your promotional mix
- Selecting your target audience

#### Defining promotion objectives

- Using S.M.A.R.T. objectives
- How advertising and sales relate to each other
- What advertising influences beyond sales

#### Setting promotion budgets and developing a plan

- Zero-base budgeting and industry benchmarks
- Pro's and con's of major media
- Tips for using the web effectively
- Creating your media mix strategy

#### Using creative strategies

- Keys to effective ad design
- Guidelines for ad copy
- Rational versus emotional appeals
- Examples of good and bad ads
- Slogans, jingles, and other persuasive tools

#### Evaluating results—was it worth the effort and money?

- Advertising checklist
- Glossary of advertising terminology



### LEARN FROM THE BEST!

Award-winning facilitator,  
**Dr. Chuck Tomkovick**

Chuck is passionate about marketing. His entertaining style will engage you while you learn the latest, most effective marketing and promotion techniques. Known nationally for his research

on Super Bowl advertising, Chuck's scholarly articles are published in leading academic journals and business media. His findings have recently been cited in publications ranging from *The Wall Street Journal* and *Barron's*, to daily news like *The New York Times* and *USA Today*, as well as other business media such as *CNNMoney* and *MarketWatch*.

A professor of marketing at the University of Wisconsin-Eau Claire College of Business, Chuck teaches marketing principles, buyer behavior, non-profit marketing, product management, e-commerce, advertising and promotion. He has been named "Teacher of the Year" twice at U W-Eau Claire and received multiple teaching awards while at Texas A&M. Prior to his academic career, Chuck worked as sales promotion manager for Outboard Marine Corporation, as director of marketing services for Parker Pen, and as general manager for Vie de France, a national baking company.

### BONUS! — PICK CHUCK'S BRAIN!

Take what you learn and apply it to your business. Then get Chuck's feedback on your efforts. Each participant receives 60 minutes of FREE private business marketing consultation with Chuck Tomkovick, courtesy of the Small Business Development Center. Offer is good any time within six months following the seminar.

*"Chuck was full of energy and presented great ideas I can use right away."*

— PROGRAM ATTENDEE

[www.uwec.edu/ce/business](http://www.uwec.edu/ce/business)

### Location:

Sleep Inn & Suites  
Conference Center  
5872 33rd Avenue  
Eau Claire, WI 54703  
715-874-2900  
[www.sleepinneauclaire.com](http://www.sleepinneauclaire.com)

- Located at the intersection of Highway 29 and County Road T (Exit #69)
- Three miles north of Eau Claire
- 7 miles west of Chippewa Falls
- 18 miles east of Menomonie

**Accommodations:** Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Jim Mishefske at 715-836-5811 / toll-free 800-582-5182, or use the Wisconsin Relay System by dialing 711-715-836-5811.

**Cancellations:** You may cancel or transfer your registration up to 5 business days before a program's start date. If you cancel or transfer fewer than 5 business days prior to the program start date, a \$25 administrative fee will be assessed. If you cancel or fail to attend the day of the event, you are responsible for the full fee. Full refunds are given if a program is cancelled or filled. You may substitute another person for your registration at any time. Call the Continuing Education Office (715-836-5811 or 1-800-582-5182) for assistance.

**Fee Includes:** Materials, instruction, refreshments and Continuing Education Units (.7 per class). Lunch is on your own.

The Small Business Development Center and University of Wisconsin-Eau Claire Continuing Education are partners in education with University of Wisconsin-Extension and the U.S. Small Business Administration. The Small Business Development Centers are members of the Wisconsin Entrepreneurs' Network, a coalition of more than 100 partner organizations which provide access to services for small business throughout Wisconsin. The SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA.

Payment required at time of registration.

## Registration – online at [www.uwec.edu/ce/reg.htm](http://www.uwec.edu/ce/reg.htm)

PH: 715-836-5811 | 800-582-5182

WB: [www.uwec.edu/ce/reg.htm](http://www.uwec.edu/ce/reg.htm)

EM: [ce@uwec.edu](mailto:ce@uwec.edu)

ML: UW-Eau Claire Continuing Education; P.O. Box 4004; Eau Claire, WI 54702-4004

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Job Title	
Company Name	
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Home Address	
City/State/Zip	
Work Phone (with area code)	Home Phone (with area code)
E-mail address	

### PAYMENT INFORMATION.

**Building Your Brand** — \$189 per person  
October 28, 2009 | 8:30 a.m. - 4:30 p.m. B203-102

**Getting Big Results** — \$189 per person  
November 18, 2009 | 8:30 a.m. - 4:30 p.m. B204-102

**REGISTER FOR BOTH AND SAVE!** — \$338 per person  
Building Your Brand and Getting Big Results, SAVE \$40. **Discount registrations must be received together.**

Check or Purchase order enclosed  
*Payable to UW-Eau Claire.* P.O. #

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Credit Card Number

Print Cardholder's name

Cardholder's signature

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