

Exclusive Marketing Planning Package

Rottman Creative Group's comprehensive marketing planning package equips association and nonprofit executives with the tools and knowledge to fill the empty seats. This package is especially designed for 1) associations and nonprofits who have a limited staff, 2) are not meeting their attendance goals, or, 3) for organizations with an in-house marketing team that needs a fresh set of eyes to review current strategies.

One Day On-site Session

MORNING DIAGNOSTIC BLOCK

Rottman Creative will have gathered information from key staff members through surveys and interviews prior to the on-site session. That information will be part of the diagnostic work presented in the morning session.

MIDDAY POSITIONING BLOCK

The hands-on midday session will include an activity to guide organization staff members in creating a correct positioning for the conference. The positioning will be based on the organization's mission, goals and overall message.

AFTERNOON STRATEGY DEVELOPMENT BLOCK

The remainder of the on-site visit will be dedicated to a hands-on brainstorming session to develop a strategic marketing plan. We will cover the integration of online and offline activities and collaborate with staff members on strategy to develop a marketing plan which will be sure to incorporate web 2.0 technology.

Remote Guidance

The one day on-site engagement will be followed up with four weeks of remote guidance, which will include coaching to aid in the marketing plan implementation. Staff members will also be given easy to follow tools that map out the activities and schedule of the marketing plan. Staff members will be supported each step of the way.

When we are finished you will have a complete plan for how to fill the empty seats at your next conference. Traditionally, this package values at \$7,000, but to accommodate for the tighter budget many organizations are facing, we are offering this comprehensive package for \$3,500 plus travel expenses.

**THIS SPECIAL OFFER IS ONLY AVAILABLE FOR THE FIRST QUARTER OF 2010.
CALL 301-753-4226 OR EMAIL GARY@ROTTMANCREATIVE.COM
FOR MORE INFORMATION.**