

**Make the right moves!
Two advanced power seminars**

Developing Your One-Year Marketing Plan

***New!* Ten Ways to Make Big Money**

Chicago • June 27-28, 2002

This year LERN offers two great seminars based on a survey of the most requested topics. Both seminars are offered at the same time in each location. Choose one seminar to attend. Then consider the option of bringing one or more members from your organization to attend the other seminar.

Who Should Attend

These seminars are geared for:

- **CEOs and decision makers.** CEOs and decision makers will find strategies and concepts for long term planning, generating new income and revenue sources, organizational budgeting, your marketing strategy, staffing and organizational issues.
- **Professionals.** Program directors, curriculum developers, marketing managers, and others involved in developing programs in your organization will acquire new techniques, tips, knowledge and how-to skills.

Participants

Participants will come from trade and professional associations, universities, community colleges, private colleges, technical institutes, and other institutions.

Developing Your One-Year Marketing Plan

Welcome to the marketing environment of the 21st century. It is now more critical than ever to have a one-year plan for all staff in your organization to follow.

Based on our wildly successful manual, you'll discover techniques and tips to make your plan simple, achievable, and lead to a successful year.

See pages 2-3 for complete info.

Ten Ways to Make Big Money *New!*

Even in tough times, there are ways to make more money for your program. Especially in tough times, you want to look internally and externally for ways to increase revenues, and better serve your audiences in the process.

Learn out-of-the box ways of thinking about making money for your program in this challenging economic environment. See complete information on page 4-5.

Developing Your One-Year Marketing Plan

Why this seminar is important to YOU

Welcome to marketing in the 21st century. It is a challenging time for marketing continuing professional education programs, seminars and conferences, and community-based open enrollment programs. It is a changing time, a time of fiscal pressures and accountability, a time of increasing competition, a time of niching out into smaller markets.

But it is also a time when the sophistication and expertise in marketing programs have never been higher. There are exciting new developments in database marketing, target marketing, market mapping, and relationship marketing.

More critical now than ever is the need to develop a one-year marketing plan that all members of your organization can follow. Taking time to develop this plan is a must. The plan must be specific and measurable. It must serve as a road map for your organization.

Highlights

- How to use LERN's step-by-step one-year marketing plan blueprint for your lifelong learning program
- Implementation, monitoring and evaluation tools to guide and ensure your plan is a success
- Specific formulas and reports to use when developing your one-year marketing plan
- Time to network. Included in the seminar is a complimentary lunch and networking time.

Why You Should Attend

The information taught in *Developing a One-Year Marketing Plan* is a must for every lifelong learning program.

Without this knowledge you will be denying your program the critical tools it requires to meet customer needs and prosper.

This is the only seminar that addresses the development, implementation and monitoring of one-year marketing plans.

The seminar is full of practical, how-to techniques that will be immediately applicable to your program. The most successful programs use LERN's blueprint for developing a one-year marketing plan.

You must learn how to work smarter and not harder. To do that, you need to have the appropriate tools and techniques that this seminar will include.

Step-by-Step

Your one-year marketing plan needs to be more than just dates. It needs to be more than just numbers. It needs to be more than just a dream. LERN's one-year marketing plan blueprint allows you to fill in the blanks. This plan guides you as you focus on image, customer, competition, financial, product, promotion, and management issues. It also gives you a detailed planning component that can serve as a calendar for your organization. These steps lead you to define who you serve, how you will serve them,

when you will inform them, and how you will determine if you were successful.

Action and Not Theory

Everything that you learn will be practical. After this seminar, you will be able to take immediate actions toward developing a one-year marketing plan. Along with the information shared by the presenters, you will have a manual designed to guide you through the development process. Tips and techniques for involving staff and customers will be discussed, as well as direction on how to use technology to serve your needs. Pragmatic examples will be used to demonstrate each step.

Results

This power seminar represents the latest, most advanced and current techniques in developing marketing plans that work for lifelong learning programs.

At this exclusive LERN event, you will find information not available anywhere else. *Developing a One-Year Marketing Plan* contains a blueprint for a one-year marketing plan for your organization. The content is actionable and not theoretical.

With this two-day seminar, you will be able to gain new information tools with which to compete, and win, in the tough new marketing environment. Without a one-year marketing plan, your program will drift without direction and never reach its true potential.

Developing Your One-Year Marketing Plan

Agenda

DAY ONE

The seminar starts at 9 am and ends at 3:30 pm.

One-Year Marketing Plan Overview

- Why you need a One-Year Marketing Plan
- Successful programming requires great marketing
- Whose role is it to develop the plan
- Five techniques for preparing your program for a One-Year Marketing Plan

Step-by-Step One-Year Marketing Plan Blueprint

- Step 1: Positioning your program for success
- Step 2: Who are your customers — really?
- Step 3: Market analysis strategies

Noon - 1:00 pm: Luncheon with participants

Step-by-Step One-Year Marketing Plan Blueprint

- Step 4: The finances of your marketing plan
- Step 5: Database marketing
- Step 6: Creating programs that attract crowds
- Step 7: Developing and implementing cost-effective promotional campaigns
- Step 8: The Internet and your marketing plan
- Step 9: Pricing as a marketing strategy

Answers to your questions

3:30 pm: Day concludes on time.

DAY TWO

The seminar starts at 9 am and concludes at noon. There is a mid-morning break.

Detailed Marketing Planning of your Program and Event

- Seminar promotion timetable
- Conference promotion timetable
- Course promotion timetable

Implementing Your One-Year Marketing Plan

- Leadership and ideal structure to support the plan
- Getting support for your plan

Monitoring Your One-Year Marketing Plan

- When to make changes and when not to make changes
- Five important reports that should be generated
- Tracking performance in time and cost

Evaluation and Continuous Improvement

- Organization report
- Methods of reviewing your plan
- Staff accountability
- How to develop an end-of-year report

Answers to your questions

Noon: The seminar concludes on time.

Free Publication Included

Developing a One-Year Marketing Plan is LERN's most highly demanded manual. Included in the manual is LERN's 12-step blueprint, a one-year market plan final report outline with examples, an end-of-year report, as well as other formula, strategies and key marketing information. After the seminar, your organization will be able to follow this manual in developing your own one-year market plan.

***New!* Ten Ways to Make Big Money**

Even in tough times, there are ways to make more money for your program. Especially in tough times, you will want to look internally and externally for ways to make more money for your program, and serve your audiences even better.

Despite the tough times, society is still moving from the Industrial Age into the Information Age, which means you can benefit from a new product mix and a different way of thinking about making money for your program.

In this *new!* seminar, you will discover Ten Ways to Make Big Money for your program.

Find out

- How to blend your product mix
- Three out-of-the box ways of thinking about making money for your program
- What to do internally to restructure your programming operation
- Where to look externally in your environment for new money making opportunities
- And, of course, ten ways to make big money

Caution:

This seminar is advanced. While you may have heard of some of the Ten Ways, you will gain new insights into how to take advantage of these opportunities and markets.

Even experienced programmers will discover at least 3 new techniques to take back to improve productivity, performance and profitability.

End Result

You will take home at least one new strategy, technique or idea to make big money for your program.

The new way to make big money may be a new course, class, seminar or event, or a way to significantly increase revenues and profitability for an existing one. It may be a new operational design, or a new strategy.

We guarantee it. If you do not take home at least one new strategy or technique to make big money for your program, we will refund your seminar registration fee.

Information That Works!

The leading organization in the world in lifelong learning programming, the Learning Resources Network (LERN) provides you with information not available anywhere else.

Come discover how our advanced, practical, how-to approach can boost your organization's income, increase registrations, and save on costs.

Every year, LERN serves more than 9,000 professionals in 12 countries.

Established in 1974, LERN is a nonprofit tax-exempt educational organization governed by a Board of Directors. Members serve on various advisory councils and committees.

The LERN staff of 17 works from offices located near Minneapolis, MN; Providence, RI, and in Manhattan, KS and Fort Collins, CO.

Ten Ways to Make Big Money

Agenda

DAY ONE

The seminar starts at 9 am and ends at 3:30 pm.

Blending Your Product Mix

- The importance of blending
- The shift in product mix
- New demands for productivity

New Opportunities

- Where to look in the external environment
- Differentiating your program, becoming unique
- Six ways to establish and dominate a niche

Internal Strategies

- Centralizing operations
- Doing more sales
- Redesigning job descriptions

Noon - 1 pm: Luncheon with participants.

Planning and CEO Strategies

- New financial parameters
- Reducing costs and overhead
- Seven new CEO management strategies

Answers to your questions

3:30 pm: Day concludes on time.

DAY TWO

The seminar starts at 9 am and concludes at noon. There is a mid-morning break.

Big Money #1: Contract Training

If you are not doing customized programs, this is an important and growing revenue source. If you are already involved, we'll show you three new techniques to double profitability.

Big Money #2: Certificate Programs

We'll show you how to look beyond local and traditional programs to where the hot markets are and where growth is.

Big Money #3: Events

Special events can mean special income, publicity, and serve a new audience.

Big Money #4: Online Courses

Take your certificate programs and curriculum global. We'll give you the top 5 keys for success.

Big Money #5: Seminars

Seminars have gone through tremendous changes in the last few years. We'll show you how to make seminars survive.

Big Money #6: Conferences

Conferences have a long-term potential and an excellent return rate — if they are done right.

Big Money #7: Recruitment for High-Dollar Programs

Too many programs waste valuable and limited staff time and resources on low-dollar programs. We'll give you tips on redirecting your energies toward higher income and more profitability.

Big Money #8: Consulting

This new growth area can evolve out of your programs and be a profitable source of income.

Big Money #9: Partnerships

Partnerships are another way to streamline your costs, venture into new territory while reducing your risks, and serve new audiences.

Big Money #10: Mergers & Acquisitions

We don't use these terms in the nonprofit world, but the same principles apply to your program. We'll show you how mergers and acquisitions are taking place in the field of lifelong learning.

Answers to your questions

Noon: The seminar ends on time.

Instructors

Greg Marsello is LERN's Vice President for Organizational Development. He has over 20 years of experience in running lifelong learning programs and is the president of Learning Connection, an independent lifelong learning program located in Providence, Rhode Island and Portland, Oregon.

Greg has managed a manufacturing company of over 400 employees and was responsible for developing international business.



Greg Marsello

Paul Franklin is Senior Consultant, Direct Marketing, for LERN and heads the National Training Center in Portland, Oregon. Paul is a practitioner and a consultant and has managed, promoted and advertised hundreds of seminars and conferences. He has more than 20 years experience in the field.

He is editor of *Marketing Seminars and Conferences* section of *LERN Magazine*. His columns on marketing, mailing lists, and promotion are some of the most popular of the magazine.

He has spoken and given seminars on the topic of marketing seminars and conferences. He also served as editor of the newsletter *The Professional Consultant*.



Paul Franklin

Location

The seminars are conveniently located at the Radisson Hotel & Suites, 160 East Huron Street, Chicago, Illinois 60611.

If you are coming from out of town, Continental Air Transport offers transportation to the hotel from O'Hare and Midway airports.

Make your room reservation by calling the hotel directly at 312/787-2900. To qualify for the special rate of \$179 single or \$199 double, make your reservation by May 27, 2002 and specify that you are part of the LERN event.

Registration

The fee for each seminar is just \$495, and only \$395 for LERN members. The fee includes handouts, luncheon on Day One, refreshment breaks and a manual.

Cancellations

Substitutions are permitted at any time. Cancellations must be received in writing within 30 days or a \$50 cancellation fee will be assessed. If cancellation is received less than 7 days prior to the seminar, a voucher will be issued but no refund can be made.

On-Site Seminars

These seminars can be brought to your site — the perfect way to introduce new ideas to your organization and involve as many people as possible in the process.

For more information and to book your on-site seminar, contact Greg Marsello at marsello@lern.org or 401-624-4983

Teams

A team approach is ideal for these two seminars. Select the seminar you want to attend and then bring a second person from your organization to attend the other seminar at a substantial discount, just \$395, and only \$295 for LERN members.

Changes

Occasionally changes in programs are made in response to speaker availability, participant demand or unforeseen circumstances. While LERN will do everything it can to insure participant satisfaction, LERN's liability is limited to the registration fee only.

4 Easy Ways to Register

You can register for the seminars in any of four ways:



By Mail. Complete and send the attached reservation form to LERN, PO Box 9, River Falls, WI 54022, along with your check or purchase order.



By Phone. Reserve your place by calling Tammy or Nancy at 1-800-678-5376. A confirmation purchase order, check or credit card information should follow immediately.



By Fax. Complete and fax the attached reservation form, along with a purchase order, to 888-234-8633, toll-free, 24 hours a day.



By E-Mail. Send your reservation information to info@lern.org.

If you have any questions, please call Tammy or Nancy at 1-800-678-LERN (5376), or send e-mail to info@lern.org.

Reservation Form



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Yes, reserve my place for a power seminar.

- Developing Your One-Year Marketing Plan
- Ten Ways to Make Big Money

Member/Customer ID Number _____ SC# (from mailing label) _____

Name _____ Title _____

Department _____ Institution _____

Address _____

City _____ State _____ Zip / Postal Code _____ Country _____

Phone _____

FAX _____

SECOND PERSON —

Second Person's Name _____

Second Person's Title _____

FIRST PERSON —

Check one:

- \$495 \$395 (LERN Member)

SECOND PERSON —

Check one for second person:

- Developing Your One-Year Mktg. Plan
 Ten Ways to Make Big Money

Check one for second person:

- \$395 \$295 (LERN Member)

CHECK ONE —

- Payment enclosed Please bill

Charge to:

- Visa Master Card American Express

Card Number _____ Expiration Date _____

Signature _____

Cardholder's Name (please print) _____

Mail to: LERN, PO Box 9, River Falls, WI 54022 or fax to 888-234-8633.



The spectacular Buckingham Fountain in Grant Park is just one of Chicago's treasures. Take time to enjoy the sights and sounds of this great conference city!

Art Institute of Chicago

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Shedd Aquarium

Adler Planetarium

Navy Pier

Michigan Avenue

and so much more!



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