

4.22.05

SKILL SESSION

Become an Improvisational Marketer!

Give us two hours and we will give you the skills to become an Improvisational Marketer.

Learn skills that allow you to:

- Think on Your Feet
- Generate Ideas that Have an Impact
- Eliminate Fear and Negative Thinking
- Make mondo profit for your company



targeting your resources for maximum impact

ENROLL ONLINE AT www.marketingimprov.com

4.22.05 Marketing Improv Skill Session

Improvisational Marketers are masters of thinking on their feet.

It may seem entirely spontaneous but IzzyG, an Improv Teacher, defines it differently. "Skilled improvisers create order out of chaos, reason out of nonsense and harmony out of discord...In Improv, the framework that defines the system actually expands possibilities rather than constricting them."

An Improvisational Marketer will be the person asking Why Not?

They think in terms of expansion, not limited possibilities.

Improvisational Marketers take their company to new heights, identifying new markets, and new products for current markets.

An Improvisational Marketer is the type of Marketer you want working for you, and the type you want to be

Date: April 22, 2005

Time: Morning Session 9:00 to 11:00am
Afternoon Session 1:00 to 3:00 pm

Location: Renaissance Hotel
111 East Ocean Blvd.
Long Beach, CA 90802
562-437-5900

Cost: \$95 per person. Cost Includes a Marketing Improv Skills Certificate

Participating in a Marketing Improv Skill Session will:

- Eliminate fear of public speaking (everything is accepted)
- Break locked patterns of thinking
- Give power to your ideas
- Free you to be more accepting of other ideas
- Help you think on your feet
- Enhance your listening skills (your spouse will love that)

Skill Session Agenda:

- Beneficial Concepts of Improvisational Marketing
- Identifying Unique Benefits using the Prop Box
- Take Your Idea to a New Level using Improv
- Overcoming Marketing That Sucks
- Avoiding "Blinders On" Thinking

Skills You Will Learn: How to Identify Unique Benefits

- Avoiding Judgment and Negativity
- Advanced Idea Generation
- Creating Eye-catching Headlines
- Sell Your Ideas to Everyone
- Make your customers Feel what you're talking about

Who Should Attend:

- "Do It All" marketing professionals
- Marketing managers
- Ad directors
- Designers
- Salespeople
- Anyone who influences the buying decision of your customer.
- People who want to grow and start thinking differently



Behind the Scenes

RICHARD C. AMADRIL

The youngest of ten children, Richard learned early what it takes to get attention. Banging your head of the floor may not work for most companies, but it's a showstopper for a 2 year old boy.

Richard started his career in sales, taking clients on those important three martini lunches (back in the 60's) when he was too young to drink. Over the years, his skill and aptitude for business had his company wondering, "How does this young guy know so much?" They tested Richard by sending him through Harvard Business School Evaluations. Turns out, according to Harvard, Richard was a business genius. So he did what any self-respecting man with kids to feed would do, he demanded a raise.

In 1990, Richard negotiated a deal with the Bankruptcy Court of Indiana and bought a company for \$1. Under Richard's management, in a 12 month period, the company was making \$1.25 million in pre-tax profits. Again, people starting asking, "How does this guy know so much?" So they sent professors and students from Notre Dame's School of Business to find the answer. Notre Dame was so impressed, they used Richard's company as a course study on Union Integration, Bankruptcy Turnaround, and Employee Morale.

His advertising and promotion campaigns have won Awards of Excellence from Modern Machine Shop Magazine, American Machinist Magazine and the Society of Manufacturing Engineers.

This is a long way from a two year old head-banger receiving attention. But it leads you to believe there is some power in "shaking your brain" up a bit.



DINA L. AMADRIL

Dina started creating unique products that make money at an early age. Selling her early ideas; jeweled safety-pin earrings and painted Keds, almost got her kicked out of Catholic School.

Opening the first Mexican Food Restaurant in Rhode Island, TacoDina's, her marketing not only had to get them in the door, but effectively explain what they were going to eat. The town thought chili was a new form of clam chowder, and a burrito met with open mouthed stares. But being a restaurateur is a hard life and your hands can only smell like garlic for so long.

Arriving back in California she found herself in an odd business, selling intangible services to one of the toughest markets, Business Credit Managers. Selling to an audience whose job it is to say NO, requires constant adaptation (and a very thick skin). To build credibility Dina absorbed everything possible about the industry. Then she shared it with her audience in simple terms through articles and web postings. Her articles led to requests to speak, and that led to presentations at companies like Sony Pictures Entertainment, Pharmacia & Upjohn, Reliance Metal Centers, dozens of Associations and teaching at many Conferences. Dina also developed the anscers.com family of websites whose social-networking and data sharing are revolutionizing the business credit industry.

Mother Superior captured Dina perfectly as she wrote on her Report Card, "Dina is a nice girl, but she has some crazy ideas that she shares with the other students". What a compliment!

Registration Form 4.22.05 Marketing Improv Skill Session Renaissance Hotel, Long Beach, CA

Company

Company Name

Address

City, State, Zip

Phone

Website

Industry

Will you be attending the morning session or the afternoon session? (please check one)

Morning Afternoon

Describe your product or service?

Do you have a current Hot Issue? (trade show, new product, slow sales etc)

What do you expect from this Marketing Improv Skills Session?

Attendees

Attendee Name

Attendee Title

Attendee Email

Second Attendee Name

Attendee Title

Attendee Email

INSTRUCTIONS:

Enclose check made out to Marketing Improv.

Price: \$95 per person.

Mail payment and registration form to:

Marketing Improv
645 Pacific Ave #204
Long Beach, CA 90802

Phone: 562-215-4454