

Marketing by Design

- > Struggling under the current economic climate?
- > Expanding and unsure how to make the transition?
- > Branding yourself for social media?
- > Launching a new company?

Find Your Inner Sizzle!

Learn the Keys to Marketing Your Business Successfully & Stand Out From the Crowd!

PRESENTED
BY:

Four marketing
events —
One half-day
commitment!



Seminar Agenda

7:30am to 8:00am — Mingle with Your Peers

How could we call it a marketing event without allowing attendees to network with other business people in the room? So, put your game face on and bring your cards, brochures and phones. (You'll want them for the Brain-Picking Session, anyway.)

8:00am to 9:00am

Your Inner Sizzle: What Makes You Special?

Every business needs to know who they are and what people are really buying. Are your marketing messages telling the right story about you?

Branding: Dressing Your Business for Success

From colors, type families, tag lines and materials to attitude, voice and content... branding is the most important marketing decision you'll ever make.

9:00am to 10:00 am

Advertising: What's the Big Idea?

Package your sales messages in ways that will demand attention, offer up something to remember, address specific needs and call people to action.

Public Relations: Making News

Creating 'news' and gaining free media exposure isn't just for the 'big guys'. Every business can create free publicity if they know what to say and how to say it.

10:00am to 11:00am

Web Sites: World Wide Web of Confusion

WordPress is amazing, but... Building and maintaining your office/store front and what you should expect (and not expect) from the results.

Social Media: Are You a Social Butterfly?

What's the truth about content marketing and social web sites? How can you tap into social media without devoting your life to the task?

11:00am to 12:00pm

Panel Discussion / Q&A: Digital Marketing

Local marketing pro's discuss real-world problems relevant to small businesses! Digital marketing, AI, social media, SEO... Hear from the pro's.

Plus:

Get a FREE review of your sales and marketing materials. This is no gimmick or sales ploy. Just an honest appraisal with real-world suggestions for improvement.



Steven Powell

President & Chief Creative Officer,
sPowell Creative Associates, Inc.

During his award-winning career, Steve has created sales and promotion campaigns for General Mills, Dunkin' Donuts and Kraft Foods, helped a hands-on science museum raise funds for capital renovation, overseen marketing and design for national magazines, positioned two multimillion dollar companies for public offering and founded his own business magazine.

Focusing on the "why" as much as the "how," Steve takes his audiences through the ins and outs of real-world marketing and advertising. He explains the basics of branding, sales and marketing with clarity and humor, supplying actual business examples and case studies, work sheets and detailed handouts to illustrate his points.

Four marketing seminars – one half-day commitment.

Location: New York State Training Center - Local 825
96 Bates Gates Rd, New Hampton, NY 10958

Date: Friday, July 18, 2025 | **Time:** 7:30am to 12:00 pm

REGISTER NOW & Stand Out From the Crowd!
Scan the QRC Code to Sign up.

- Advance Registration: **Admission: \$65 / OCCC Members: \$50**
- At the Door: **Admission: \$75 / RBA Members: \$60**



▶ You bring the steak;
we'll create the sizzle.

sPowell Associates, Inc.



▶ www.spowellassoc.com

SCAN TO
REGISTER: