

PPANJ
Statewide Educational Program
Proudly Presents



Mark Weber



Mark Weber
M. Photog., Cr., MEI., CPP

Monday, April 26, 2010
Location: Forsgate Country Club
375 Forsgate Dr.
Monroe Twp., NJ 08831
732-521-0070
Exit 8A off NJ Turnpike

Members: Receive
a State Credit for
Attending

Impact Marketing

Raising your marketing to the next level

Seminar Purpose

To help you choose appropriate marketing strategies and products to move your business to the next level.

Who will benefit?

Photographers who are confident about their business concept, market target, and marketing message and are committed to implementing business-building marketing strategies.

Workshop Process and Content

In a classroom setting, workshop leader Mark Weber will increase your understanding of these keys to marketing success:

- The importance of understanding new photographic trends and offering new products
- How to create a compelling business concept, including niche markets and boutique studio models
- Emphasizing product value and uniqueness of style
- Why image marketing IS everything!
- Displaying your work
- Creating promotional materials, including handouts, direct mail and client education
- Exploiting Internet marketing, including blogs and social networks
- Creating marketing partnerships
- Forming charitable partnerships
- Why “buzz marketing” IS everything!
- Exploiting “buzz marketing” products
- Creating a robust client-appreciation program
- Marketing back to your clients
- Gaining client referrals

Sponsored by



Schedule of Events

8:30 Registration Opens
9:00 Program Start
12:00 Hot Buffet Lunch
Vendor Time
1:30 Program Continues
5:00 Program ends

Program - IMPACT MARKETING

Raising your marketing to the next level

Workshop Leader

Marathon Press's Marketing consultant **Mark Weber** is a Master Photographer, Photographic Craftsman, Master of Electronic Imaging, Certified Professional Photographer, and he has earned seven Photographer of the Year titles. He is well know as an industry consultant and holds the Bachelor of Fine Arts degree from the University of Nebraska at Omaha.

Register online www.PPANJ.com

Please return by April 20, 2010

If paying by Check, make payable to:
PPANJ

Mail to: **PPANJ**
5 Quail Mews
North Brunswick, NJ 08902

PPANJ REGISTRATION FORM
Statewide Educational Program
Mark Weber - April 26, 2010

*Location: Forsgate Country Club, 375 Forsgate Drive
Monroe Township, NJ 08831 - 732-521-0070*

**Seating is limited. We can not guarantee seats for onsite registration

EARLY BIRD
REGISTER BY April 20th

REGISTER after April 20th
Or ONSITE**

- PPANJ Member / Spouse**
- Non-Member**

\$35.00/Buffet Lunch Free

\$75.00/Buffet Lunch Free*

\$35.00/No Lunch

\$99.00/No Lunch*

Are you interested in joining PPANJ? Yes No
Would you like to receive mailings? Yes No

- Prospective Members: Sign-up NOW & \$64.00 of your seminar fee will be applied toward your dues! Great Deal! Sign-up Today!
- Tri-State Reciprocity - PPA of PA & PPA of DE pay same as PPANJ Members!

REGISTER ONLINE AT www.PPANJ.com
Click here www.ppanj.com to use Visa, M/C, or Amex Today!

Name (s) _____
Studio _____
Address _____ City _____
State _____ Zip Code _____ Email: _____
Phone _____ # Attending _____ Amount _____