

Business Growth Conference '09

Smart Marketing Ideas for Hawaii Businesses

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LEARN FROM THE PROS:

INCREASE SALES

- Create effective advertising
- Target your key prospects
- Plan an integrated ad campaign
- Build loyal customers
- Use social media to understand customer needs

Tuesday, November 10

7:15am - 10:30am

Dole Cannery Ballroom
735 Iwilei Road
(parking entrance on Pacific St.)

\$25 - BBB Accredited Businesses

\$50 - All others

Includes Continental Breakfast

Visa, MasterCard or American Express

Call Hawaii's BBB to register at 628-3901

Deadline: November 9



Phil Wood, creative director for some of Hawaii's most successful ad campaigns for the past 30+ years and principal of Phil Wood World Wide Words. Learn how to create more effective ads by focusing less on yourself and more on your prospects' needs.



Page Gaylord, media director for Laird Christianson Advertising—Anthology, Hawaii's largest advertising agency. Learn how to target your key customers and plan an effective ad campaign.



Dr. Tom DeWitt, professor of marketing at UH-Hilo and founder of Kumupa'a Brand Experience Consulting. Learn how your customers choose between you and your competitors.



Thomas Trenz, president of HI-Net Associates, one of Hawaii's top web marketing firms. Five things you need to know about the Internet and social networking. Use social networking to form relationships with customers, building loyalty and resulting in sales.



Scott Schumaker, president of Pacific Basin Communications, Hawaii's largest locally owned media company and past president of Hawaii Publishers Association. Learn how to interpret audience demographics and target your desired customer.

Pacific Basin Communications includes: HONOLULU, Ala Moana, Hawaii Business, Hawaii Home + Remodeling, Hawaii, Island Family, Whalers Village magazines; leichic.com.

