

STRATEGY MARKETING & BUSINESS DEVELOPMENT PLANS

You will earn 2 AIA learning units!



AIA Arizona Continuing Education

You will leave this seminar with:

- Understanding of critical marketing strategy components for your firm
- How to discover your strengths and mitigate the firm's weaknesses
- Tools and resources to do a true competitive analysis
- How to strengthen your brand
- Measurement benchmarks

Presented by Deirdre Booth, CPSM, Principal of Small Giants

Tuesday – November 16, 2010

7:30 a.m. – Registration (Continental breakfast will be provided)

8:00 a.m. – 10:00 a.m. Program

Walker Building

30 North Third Avenue in Phoenix (NW corner of 3rd Avenue and Washington), second floor.

Parking is available in the city garage located at the southwest corner of 3rd Avenue and Washington. (Parking in city garage will be validated)

\$10.00 each: AIA Members

\$20.00 each: Non-Members

RSVP by Noon on Monday, November 15, 2010, please fax registration form to 602-273-6814 or email to tina@aia-arizona.org.

****24 hour cancellation notice must be given for refunds all no-shows will be billed****

Name: _____

Company: _____ Phone: _____

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