

SUPERSIZE YOUR MARKETING IN 2017!

FRIDAY, JANUARY 20
8:30 - 10 AM
Paris Health Education Center
Baptist Health Floyd
(Free parking:
use Bono Rd. Entrance)



ABOUT OUR SPEAKER

Allen Howie is a popular speaker at regional and national marketing conferences, the author of *The Marketing Minute*, which was named one of the three best marketing books of the past year, and founder of Idealogy, an award-winning agency that is now in its 20th year of helping clients achieve real, measurable growth.

Do you need more sales this year than last year? How about more profitable customers or clients? Then you won't want to miss the idea-packed session that kicks off our revamped, revitalized, re-imagined **Sales & Marketing Success Series**.

Author, speaker and Idealogy founder Allen Howie will share a wealth of **practical ideas for making your marketing work harder in 2017**, regardless of your marketing budget. Large companies, small businesses and individuals will all leave with new ways to make your marketing more effective and your brand more powerful.

Get **actionable tips** on getting in front of the right prospects, making your messages work harder and smarter, employing media more cost-effectively, using your company's expertise as a door opener and much more.

FREE BONUS!

The first 50 attendees will receive a **FREE** copy of Seth Godin's best-selling book, ***What To Do When It's Your Turn*** - a \$34 value - courtesy of Idealogy!

