

BEST PRACTICES YIELD BEST RESULTS

Training Can Make the Difference

Many school marketers have cut back on training their marketing staff in an effort to reduce costs. The cost of sending key personnel to a seminar can be prohibitive when adding the fees to attend and travel expense. At the same time, it's critical to every organization to keep their key people abreast of the latest developments in school marketing. Webinars just aren't able to make up for the face-to-face interaction of a live presentation.

Consider an In-house Seminar Presentation

An SMRI in-house seminar can be tailored to your exact segment of the market, focus on the issues of greatest importance to you, and create a dialogue between your key people and an experienced school marketer. Best of all, your training expense is greatly reduced.

SMRI in-house seminars are presented by Bob Stimolo, a veteran of over 40 years of school marketing. They're tailored to your company's areas of interest and affordably priced based on your location and the total number of anticipated attendees. Your staff loses no work time other than attending the program and the only travel expenses are those of the presenter.

Call 800-838-3444, x205 or email rstimolo@smriinc.com now for more information.