

Alice Fletcher

From: Alice Fletcher
Sent: Tuesday, July 27, 2010 2:15 PM
To: Alice Fletcher
Subject: Webinar: Healthcare Markets



PIVA Webinar

Healthcare Markets

Searching for new business? You are not alone. This series of webinars is designed to inform and educate you and your sales team about the customer markets that are growing and their need for print and print-related services. You get to pick and choose the most appealing markets for your business. This series focuses on financially strong markets that are stable-to-growing and are structurally positioned to prosper. Beware, these webinars are not for the faint-of-heart or cynical participant. They are designed for individuals & teams willing to engage new resources, skills and are thinking outside the box.

What You Will Learn

Recent Trends, Successes, Major Players, "What's Hot", Search Engine Sources, Local Event Sources and What's Changing. You will see examples of how to approach target market, how to improve the customer's purchase and direct them to new purchases.

Healthcare & Nutrition represents one of the great economic challenges of this generation. The medical profession is slowly acknowledging that Western traditional practices don't have all the correct answers; there's much to be learned and used from other cultures---which is an exploding subculture phenomena---from your local yoga class, to Far Eastern herbs. This program focuses on a broad range of healthcare markets that in particular call for more effective communications, especially to senior citizens, who tend to prefer print. This program categorizes and provides information

Date/Time:

Thursday, August 12,
2010 from 12:00 p.m. -
1:00 p.m. EST

Cost:

\$85.00/Members
\$170.00/Non-Members

Location . . .

. . . at your desk!

To Register . . .

Contact the PIVA office at
866-550-7502

resources that need promotional communications from organizations like yours.

Who Should Attend?

Business Development Directors, CEO's, CFO's, and top performing business development teams (e.g., Sales Reps, Account Executives, and CSR's).

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