



PIVA Webinar

Making the Most of Your Marketing Time and Dollars

Every day is a fight to increase market share and revenues for print service providers. An inefficient, ineffective marketing plan could be giving your competitors a huge advantage.

Join industry expert Tawnya Starr for an online seminar to discuss what components your marketing plan and website need in order to maximize your success.

In less than an hour you will learn:

- If social media(Facebook, Twitter, LinkedIn, blogging) is right for your business.
- The essential and often overlooked role your website plays in your day-to-day business operations.
- If now is the time to abandon traditional marketing and rely solely on search engines.

Speaker:

Tawnya Starr first learned about the power of the web when she experienced phenomenal sales growth after launching a website for her printing company in New Mexico. In 2000 she joined PrinterPresence as president. Tawnya has dedicated her career to educating the printing industry on all matters related to the web and web-to-print applications. A board member of the prestigious Electronic Document Systems Foundation (EDSF), she is recognized as an expert on web marketing and how it enables companies of any size to save time and money while attracting and keeping customers. Ms. Starr is a published columnist and author, and in 2005 received the prestigious *Industry Award of Distinction* from PrintImage International for her service as a consultant and educator to the industry. She was also awarded the *Women of Distinction* award from OutPutLinks in 2010.

Date/Time:

Tuesday, October 12,
2010 at 12:00 p.m.

Cost:

\$60.00/Members
\$120.00/Non-Members

Location . . .

. . . at your desk!

To Register . . .

...click contact the PIVA office
at 866-550-7502

Tawnya has conducted hundreds of seminars and has been featured as a speaker at dozens of national and international print conventions.

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