



PIVA Webinar

Winning Website Secrets for Print Service Providers

Although e-commerce and web-to-print have changed the way printers interact with their customers, many fail to fully leverage their web presence as an effective sales and marketing tool. As more and more competitors enter the market, it's imperative that your website deliver value and build stronger relationships.

In just over an hour you will:

- Learn how to maximize your site to promote your full range of capabilities
- Discover how your website can deliver a positive ROI and build customer loyalty
- See how your website can be used as a sales tool in presentations with prospects

Designed exclusively for print service providers, this session will help you transform your web presence into a powerful tool that will impress prospects and lock in current customers.

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

Date/Time:

Tuesday, November 9,
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

the *Women of Distinction* award from OutPutLinks in 2010. 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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