

As someone involved with direct farm marketing
don't miss this workshop...

INNOVATIVE MARKETING MADE EASY



FRIDAY, NOVEMBER 16, 2007

9:00 A.M. - 4:00 P.M.

BEST WESTERN MACLAUGHLIN HOTEL, 238 GRAFTON ST. CHARLOTTETOWN

COST: \$30/PERSON (lunch included)

WORKSHOP PRESENTED BY LORI COLBORNE, LSL MARKETING

DEADLINE FOR REGISTRATION IS NOVEMBER 13

REGISTER EARLY - SEATING IS LIMITED

Lori is a high energy, dynamic speaker offering practical marketing advice to farmers involved with marketing. She will present information focused on:

- Image is everything
- Clearly define your competitive edge
- Get the biggest bang out of your business cards & brochures
- Letter writing that delivers
- Charities — Everyone wins
- Customer feedback & Follow-up
- Creative celebrations that attract a crowd
- Know your target markets
- Build credibility
- Uncover the mysteries of websites
- Newsflash - newsletters work!
- Trade show strategies that sell
- Ads that create action
- The attitude of gratitude

Registration Form

Name: _____ Tel: _____

Address: _____

E-mail _____ Website _____

Please forward the registration form above and a \$30 registration fee to the PEI Federation of Agriculture, 420 University Ave. Charlottetown, PE C1A 7Z5 (Fax #: 368-7204). Cheques are payable to the PEI Federation of Agriculture. Event partners: PEI Department of Agriculture, Agriculture and Agri-Food Canada and the PEI Federation of Agriculture. For additional information, contact the Agriculture Information Desk at 368-4145.