

SELLING YOUR STORY

S M P S R E S E A R C H T R I A N G L E C H A P T E R

COMMUNICATION TOOLS TO INDELIBLY EMBED YOUR MARKETING MESSAGE IN DECISION MAKERS' MINDS, GUTS AND HEARTS

PRESENTED BY DR. JANET SANDERS

There's no such thing as "informative communication." An audience must receive, understand, believe, and remember your message if it is to produce value for them and for you. They have to be changed by that message in some way – what they understand, believe, remember, feel, and/or do.

This program explores a variety of communication techniques that rivet attention, crystallize understanding, anchor belief and infuse memory in spoken and written messages, in advertising and trade show exhibits, messages crafted in advance as well as spontaneous "off the top of the head" messages. In this interactive session, participants will see tools and techniques exemplified in messages from the Built Environment and other industries, and will have a chance to practice some approaches and apply them to their firms' key marketing messages.

Techniques include:

- Visualization** – Making concepts concrete
- Spin** – Sharing your perspective to shape theirs
- Story** – Crafting an involving narrative that delivers a punch line
- The gut grab mind meld** – Using emotion to open a clear path to understanding
- Positioning** – Organizing a group of items or ideas to define them
- Thematic metaphor** – "Packing" a message's key points into a metaphor

Name/Title: _____

Firm: _____

Address: _____

Phone Number: _____

Fax Number: _____

Email: _____

Guest Name: _____

SMPS Member \$110.00 each: _____

Non-SMPS Member \$150.00 each: _____

Student \$75.00 each: _____

No Shows will be billed. **PLEASE NOTE** we can not accept cancellations after 9/9/05.

WHEN

Tuesday, September 13, 2005

WHERE

Cardinal Club
150 Fayetteville Street Mall
Raleigh, NC

TIME

8:00am-8:30am

Registration/Breakfast/Networking

8:30am-12:00pm

Program

12:00pm-1:00pm

Lunch

REGISTRATION DEADLINE

Friday, September 9, 2005

This program provides 3 AIA learning units or PDH's.

Please send checks made payable to SMPS to:

Lisa Wilson
The Wooten Company
120 North Boylan Avenue
Raleigh, NC 27603

Fax registration forms to:

Lisa Wilson 919.834.3589

Credit Card Payments are accepted at www.acteva.com

Keyword Search:

SMPS September Program



Society for Marketing
Professional Services
Research Triangle