

Are You Still Marketing Like It's 1999?

Step up to the present! Learn how to use the latest marketing tools to grow your business.

"People are shopping and learning in a whole new way, so marketers need to adapt or risk extinction."

"Audiences everywhere are tough - they don't have time for old-fashioned marketing"

"No one has the attention span or time anymore, to read more than a few sentences"

"We don't want to be sold, we want news and information about the things we care about."



**OLD MARKETING
DOESN'T STAND A
CHANCE**

**REGISTER
NOW**

"Authenticity, honesty, and a personal voice underlie much of what will be successful on the Web. What marketers really need today is a mind set shift from 'telling and selling' to building relationships." Come and hear Mitch Tobol cut through the hype and cover the key factors of marketing, what it means to you, and how you can profit from it now! Mitch is a well known marketing expert in social and traditional media and a Principal in the Business Growth Network. He's a sought after speaker and trainer for social media and is an Adjunct Professor at Hofstra University.

If you are a:

- CEO, Partner, Owner
- Decision Maker
- Marketing Director, Sales Manager

and need to grow your business, generate more leads to get more sales opportunities and increase revenue, this fast-paced marketing seminar is just for you!

**REGISTER
NOW**

You will not want to miss this informative and important seminar on Wednesday, October 10, 2012!



BUSINESS GROWTH NETWORK

The Business Growth Network (BGN), founded in 2003, is a community of entrepreneurs who participate in monthly small group meetings and larger quarterly events in order to find ways to "work on their business and not just work in their business".

Please join **BGN's Discussion Group on LinkedIn (Business Growth Network NYC)** to gain valuable insight into operating a successful business, and discuss management and important business issues with other business owners.

Please contact Michael Gansl at 917-848-6163 or mgansl@gmail.com for more information about the **Business Growth Network**.

Participants will learn about:

- What techniques were used then and why they aren't working today
- What today's present marketing environment looks like
- What the new marketing paradigm is now
- Business case studies that successfully used new marketing techniques
- How YOU can use the latest tools to YOUR advantage

Date and Time: Wednesday, October 10, 2012—7:45am Registration
8am - 10am - Presentation; 10am-10:30am - Q&A;
11am - Open Networking/Business Card Exchange

Where: Conference Center, 60 East 42nd St., NY

Cost: \$99 for one; \$49 each for two (special code TwoPerson)
Group rates available; breakfast included

Don't miss this valuable seminar. Seats are limited!
Register today at: www.bgnonline.com
OR call Michael Gansl at: 917-848-6163

**REGISTER
NOW**