



AdamsJette
marketing + communications
Compelling ideas. Exceptional results.

Workshop

Selling Your Ideas

By: Mr. Ron Jette – Adams Jette Corporation

SELLING YOUR IDEAS: Three steps to success in the marketplace

It's a tough, competitive and very loud marketplace out there. How do you drown out the competition? By being louder? No. You do it by being smarter.

In this one-hour session by master writer and renowned marketer, Ron Jette, you will learn what it takes to be heard above the noise. And you'll be surprised to know just how simple it is.

Over the course of sixty minutes, you will learn

- how to talk about your idea to potential funding partners or clients in a way that is meaningful—to *them*;
- how to stand out from the competition, even if they are being much, much louder; and
- how to say all the right things by not saying anything at all.

Whether you are selling a product, as service, a vision or even an idea, an understanding of these three skills are critical if you are going to enjoy success in the marketplace.

Time: 5:30 - 6:30 p.m.

Date: Saturday, October 28th, 2006

Location:

**Library and Archives Canada
395 Wellington Street
Room 156**

Admission:

CSIEA members: free

General Public: \$ 10.00

This workshop is offered in English

RSVP Before October 07, 2006 @ rsvp@csiea.org

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