



How to Develop and Promote Successful Seminars and Workshops: The Definitive Guide to Creating and Marketing Seminars, Workshops, Classes, and Conferences

Howard L. Shenson

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A complete guide to succeeding in today's burgeoning seminar business--from developing a program and market testing, to pricing, promotion, advertising, and more! How to Develop & Promote Successful Seminars & Workshops The adult education business--seminars, workshops, classes, conferences--is one of the fastest growing industries in the country and, for many, extremely profitable. Now, Howard Shenson shares proven-effective, research-based strategies responsible for filling more than one million seminar seats, to allow anyone with marketable knowledge to succeed in the seminar business. You'll learn:

- * How to select a marketable subject and test market any seminar for about \$1,000 or less
- * How to develop a dynamic program and effective program materials
- * How to create a powerful, registration producing marketing strategy and design winning promotional materials
- * How to assess promotional effectiveness and fine-tune marketing to increase sales
- * How to evaluate and choose where and when to conduct your seminar or workshop
- * How to select hotel and conference facilities
- * How to price your program to ensure maximum registrations/profitability
- * How to develop or obtain program materials and how to add to your profits through back-of-the-room sales of products and services
- * How to creatively select and rent mailing lists, and maximize your direct mail response while reducing marketing expense

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Lori Parker:

Spent a free the perfect time to be fun activity to perform! A lot of people spent their free time with their family, or their friends. Usually they undertaking activity like watching television, about to beach, or picnic in the park. They actually doing ditto every week. Do you feel it? Do you wish to something different to fill your own personal free time/ holiday? May be reading a book is usually option to fill your free of charge time/ holiday. The first thing you ask may be what kinds of book that you should read. If you want to try look for book, may be the e-book untitled How to Develop and Promote Successful Seminars and Workshops: The Definitive Guide to Creating and Marketing Seminars, Workshops, Classes, and Conferences can be very good book to read. May be it could be best activity to you.

Jesse Kennedy:

How to Develop and Promote Successful Seminars and Workshops: The Definitive Guide to Creating and Marketing Seminars, Workshops, Classes, and Conferences can be one of your beginner books that are good idea. Many of us recommend that straight away because this guide has good vocabulary that can increase your knowledge in terminology, easy to understand, bit entertaining but nonetheless delivering the information. The author giving his/her effort that will put every word into joy arrangement in writing How to Develop and Promote Successful Seminars and Workshops: The Definitive Guide to Creating and Marketing Seminars, Workshops, Classes, and Conferences however doesn't forget the main position, giving the reader the hottest and also based confirm resource details that maybe you can be one among it. This great information can certainly drawn you into new stage of crucial contemplating.

Scott Harrington:

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