



is pleased to present, for FREE,

How to Get Attention in a Media-Cluttered World

a workshop presented by



WHEN:

Thursday, May 21, 2009

9:00 am – 12:00 pm

registration & networking begins at 8:30 am

WHERE:

Human Services Building

5303 S Cedar St in Lansing

Bldg Entrance #3 – 2nd Floor – Conf Room A

Are you effectively using marketing, advertising, and public relations to reach out to the community and communicate internally?

Do you have a strategy? What does your organization need to achieve your goals?

How can you accomplish these goals in a cost effective manner?

Are you expressing the right message? How do you troubleshoot your efforts?

These are some of the most common questions for nonprofit organizations. Marketing and Communications consultant Mark Doyal (GLOWcommunication.org) explains these principals in easy to understand language. He then offers a clear process for developing your communication plan and the tools to make it work. This is a hands-on seminar where organizational leaders can start to develop a written marketing and communications plan.

The presenter, Mark A. Doyal, is a marketing consultant and former advertising agency owner with over 20 years of experience. In 2007 he founded GLOW (www.glowcommunications.org) an organization dedicated to transforming how nonprofit organizations communicate their missions. Mark is also a regional, national and international award winning writer, producer, director who continues to work in his field through MADavenue (MADavenueUSA.com), a creative consulting firm. Previously, Mark has taught advertising at Michigan State University in the School of Public Relations, Advertising and Retailing, worked as a correspondent for a national affiliate television station, CNN and CBS NewsFeed and is a commissioned non-denominational Stephen Minister and Stephen Leader.

Advance registration is requested

- Send a separate registration for each participant, by email, to Wendy Duke-Littlejohn at wduke@ingham.org
- Registrations must include – Name, Title/Position, Organization, Daytime Phone Number, Individual E-mail Address and Workshop Title
- **Mark has requested that you please email in advance the one question you most want answered during this seminar.**