



# CEU Creations Presents:

## Intensive 1-Day Marketing Boot Camp

Finally...a 1-Day Intensive Boot Camp that gives you the opportunity to *learn* innovative marketing strategies AND *time* to complete necessary marketing plans! Our esteemed line-up of proven, marketing experts will guide you through a jam-packed day of education to set you up for success in 2020!

Friday, November 8, 2019 | Time: 8:00 am – 4:30 pm | Location: Atria Senior Living – North Point  
100 Somerby Drive, Alpharetta, GA 30009

### Every participant leaves with:

- Completed SWOT Analysis
- Macro Business Plan
- “Tactical Action” Plan
- Social Media Plan
- Strategies for perfecting your company message
- Video Story Board
- Examples of Educational Collateral

### Featuring:

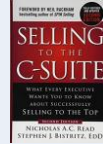
- 7 Elements to successful sales
- Developing business plans
- Social Media marketing
- Selling to executives
- Tactical action plans
- Videos and story boards

Program presented by successful business leaders from :



# Agenda

8:00-8:30:	Registration
8:30-10:30:	<i>SWOT and Developing Your Macro Business Plan</i> – <b>Anne McSweeney, LCSW</b> and <i>Relationship Marketing: How to Frame Yourself as a Resource vs a Vendor</i> – <b>Anne McSweeney, LCSW</b> and <b>Jona Payne, Care Guide</b>
10:30-10:45:	Break
10:45-11:30:	<i>Selling to Executives</i> - <b>Dr. Steve Bistriz</b> , President of SellXL.com – international speaker, author and sales trainer
11:30-12:30:	<i>How to Stop Bleeding Money on Marketing – 7 Elements to Successful Sales – Including a Focus on Your Message!</i> – <b>Chris Shull</b> , Heydey WebMedia
12:30-1:15:	Lunch – generously provided by <b>Atria Senior Living - North Point</b> 
1:15 -2:00:	<i>Don't Just Dream-It...Achieve It!:</i> <i>Developing Your "Tactical, Day-to-Day, Action Plan"</i> – <b>Anne McSweeney, LCSW</b>
2:00-3:30:	<i>Social Media from A to Z – Including Social Media Plan Development</i> – <b>Jessica Light</b> , JJ Social Light
3:30-4:30:	<i>Video: Where Do I Begin?</i> <i>Creating Your Own Story and Story Board for Video</i> - <b>Paul and Stacie Szell, Video and Anne McSweeney, LCSW</b>
4:30:	Adjourn



## Packages/Investment:

**Marketing Boot Camp, Video and Headshot Package** – \$898 - Includes the full-day marketing boot camp AND a video. Video can be an “About Us” video or, for those that already have one, can be about anything you wish! Video will be 60 seconds and include 4 motion graphics and up to 3 images. Video will be completed with Paul & Stacie Szell at a scheduled time after the Boot Camp.

Price also includes digital rendering of headshots for up to 3 people (taken at the time of video production).

**Marketing Boot Camp:** \$249 for an individual or \$199 per person for groups of two or more from the same company.  
Register at [www.ceucreationsinc.com](http://www.ceucreationsinc.com) (call 404-421-6055 for group rates)