

'Sales, Marketing, Data-base Mining and NLP Masterclass'



Book before the end of August 2010 and for just **£99+VAT** you will receive a data of 1000 contacts of event organisers in the industry.

I am inviting you to the 'Sales, Marketing, Data Mining and NLP Masterclass' held at the Royal Armouries Museum in Leeds on the 20th October 2010.

This one day event will provide you with practical applications to increase your marketing capabilities, along with sales and promotion ideas in an industry often dominated by corporate chains who operate on a larger scale enabling them to offer packages and booker led initiatives. This event will provide practical 'shoe string budget' applications on how to identify, capture and close new business:

Seminar Programme

Seminar One: Social Networking by Richard Winterbottom - Customer acquisition through various interacting social media techniques - how to do maximise your presence and turn friends in to fans;

Seminar Two: Data Protection Andy Guy - Don't be afraid of your data. Take control of your CRM and make sense of data protection in 60 minutes...Join Andy Guy as he discusses practical steps by which hoteliers can make customer relationship management work for them to generate new and repeat business...Andy will also advise delegates how to become and remain compliant with current data protection legislation. All delegates will leave with an action check-list and there will be an opportunity to ask questions during the session or afterwards.

Seminar Three: Marketing Behind the scenes of RAI plc by Chris Owen (Marketing Director for Royal Armouries International plc)

We are deep in a transition where old marketing techniques are giving way to an aggressive marketing revolution which business owners can no longer ignore...These are radical, exciting changes...advertising portholes and traditional media will no longer be able to offer a respectable return on investment...Cyber pod, blog and linked-in social network lingo has pushed the marketing envelope beyond the expected...attend this seminar if you want to keep up... Chris will also outline his plans for 2011 Christmas and how you can benefit from the 90,000 visitors he gets to the site annually.



Seminar Four: PR in Print by Phil Hopkins - How to get your news into the media - PR is often considered an unknown science, untouchable by small businesses and best left to the experts and bigger players. But getting good media coverage needn't be scary or complex...Phil Hopkins walks you through his back to basic do-it-yourself plan.

Seminar Five: NLP Sales by Darren Good - INTRODUCTION...Did you know that you can use Neuro Linguistic Programming (NLP) as a Selling Techniques to boost your sales rate...Many of the larger corporations are using NLP as an ethical way to inform and persuade their clients to say yes. Although NLP techniques are generic and can be used in any area of one's life, many of the methods are very effective when directly applied to sales. NLP is about sharpening your ability to listen, record and influence behaviour making this the most effective form of internal and external communication as well as influencing change behaviour. This is your chance to learn how to influence the customers' decision making process;



Seminar Six: Supersize Your Sales by Gavin Ingham. What enables one person to sell consistently in even the toughest of markets when others have to cut their prices, their profits and their aspirations in a desperate bid to pay the bills? That is the question that Gavin Ingham has answered for tens of thousands of sales and business people worldwide. In Supersize Your Sales,

Gavin gets to the root causes of poor sales... fear, procrastination and self-doubt... and helps you to adopt the mindset of a sales winner and make more sales. Only attend this seminar if you want to make more client contacts, forge stronger business relationships, develop stronger needs, negotiate higher revenues and close more sales.



Seminar Seven: Return On Investment by David Robertson-Brown - Someone once said "I know half my marketing is wasted; but I don't know which half" and in a time of tightening belts and cutting budgets, measuring ROI has never been more critical. But understanding the Call To Action activity of your promotions is only half of the challenge. Measuring the call handling of your team is essential too and you will be shocked to hear how many sales are lost on something so easy to solve. This session will help you to gain control & maximise your marketing spend, based on fact.

Exhibition

We will also have a small number of suppliers to the industry for you to discuss with about how they can provide you with convenient services that will save you money.

Tickets to this must attend event are normally £199+vat which includes access to all seminars, refreshments, lunch, and networking opportunities...

Book before the end of August 2010 and for just £99+VAT we will give you 1000 contacts of event organisers (worth £250).

To book your place, simply email chris.owen@rai-events.co.uk or call Pippa on **0113 2555 193**

Do it today and be the first to take advantage of our 1000 FREE contacts offer.



send this to a friend [this link](#) | update your preferences [this link](#) | subscribe [this link](#) | unsubscribe [this link](#)

This email has been scanned by the Alpha Omega Computers Ltd MailCrusader for viruses, spam and dangerous content.

For more information please visit Alpha Omega Computers Ltd.