



GREAT BASIN COLLEGE



April 10, 2015

11 a.m.-12:30 p.m.

Live Webinar

Watch from the comfort of your own computer!

Sign Up Now at

<http://tinyurl.com/GBCMagnet>

Limited to GBC faculty, staff, and specially-invited friends, this private webinar is intended for those who are busy, have a limited budget, and who would love to have a broader reach and a more faithful following. **PLEASE REGISTER BEFORE APRIL 10 TO ACCESS IMPORTANT HANDOUTS.**

Comments from Past Participants

"Really helpful, I learned 'how' to market." ~ Sally Ebest

"I love the clear targeted advice" ~ Ruth Benander



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Marketing What Matters



Strategic and Straightforward Ways to Get the Word Out About Who You Are, What You Do, and Why It Matters

Just answer these questions:

- Do you have classes, workshops, or other offerings that don't have enough - or don't have the right - participants?
- Do you have a center, service, or program that would benefit others, but they don't seem to know about it or access it?
- Are you doing important work and want to get the word out about what you do?

If the answer is "Yes," to at least one of these questions, then you need to know more about marketing.

The briskly-paced 90-minute webinar offers no-cost and low-cost strategies to help bring more of the people you want in your programs (that is, if you implement the ideas!) If you have an MBA, then you may have a sense of how to create and implement an effective marketing plan. If you don't have an MBA (&/or if you've never actually marketed a service or product), then this workshop will give you the tools to get started.

In this concise, high-impact webinar, you will learn how to get these steps in motion:

Define your Market

Delineate the Method

Discover what Motivates

Decide on the Momentum

Determine your Message

Design your Materials

Meggin McIntosh, PhD, now known as "The Ph.D. of Productivity™", was the founding Director of the Excellence in Teaching Program (ETP) at the University of Nevada, Reno. The ETP was created because when Meggin first started offering the IDEAS for Professors course while still a regular faculty member, there were waiting lists semester after semester. When the ETP became a full-time operation, Meggin had to learn even more about how to market various courses, programs, and services. Since then, she has continued to learn from many experts as she has started her own company – and needs to market every day.



Meggin McIntosh, PhD
"The Ph.D. of Productivity™"