



R E C O U R S E S

**NEW PRICE.
NEW CONTENT.
SPECIAL GROUP PRICING.
NETWORKING OPTIONS.**

9th Annual

NEW BUSINESS SUMMIT

Using Your Positioning for More Reward, Impact, Control, and Fun

Nashville, January 25-27, 2012

SEMINAR.

Only held once per year, this three-day summit has been developed especially for design, advertising, interactive, and public relations firms, and it is crafted to cover everything about new business development (see the complete agenda on page five). Anyone who deals with positioning, marketing, and selling is a perfect candidate for this seminar.

The sessions are a mix of presentation, hands-on exploration, exercises, & roundtables. You'll learn how your firm should be positioned, what your role should be, how to perform that role flawlessly, how to adjust for your own strengths/weaknesses as you deal with prospects, and how to make the most of the marketing assets at your disposal. Most importantly, you'll learn how to develop a thought leadership position that draws prospective clients to you.

New this year will be a greatly expanded section on thought leadership, as well as all new roundtable options, including a hands-on opportunity to craft your positioning and positioning statement, or an in depth look at your website (bring a companion and attend both). In addition, there will be networking opportunities on Wednesday evening, where you'll be able to connect with fellow attendees while continuing the day's discussions.

This seminar will include everything from knowing how to identify prospects, how to nurture them to the client stage without weakening your firm's position, how to deal with objections, and one hundred other things that will enhance your success in new business. Essentially, it's a complete look at this function in your marketing services firm.

Note that the cost for the first attendee is \$2,000, but for an extra \$1,000 you can bring as many additional attendees from the same firm as you like. See the registration form on page 7.



ABOUT US.

ReCourses, Inc., is a management consulting firm that works exclusively with marketing firms/departments in the communications industry, including: public relations firms, advertising agencies, interactive companies, and design studios.

What is management consulting? It is objective, expert advice to management on best practices. Management consultants are hired by businesses to analyze and provide solutions to existing problems or to plan against future ones. The final measure of its effectiveness is peace of mind.

We are unique because we know a particular field intimately, having learned and developed “best practices” from working with hundreds of firms. And we apply them with proprietary, defined processes that both ensure results and make the working relationship enjoyable to you.

You’ll already know much of what we point out, but we will put the pieces into context, save you from experimenting, and bring solutions that may not have occurred to you yet. We’ll gently pull you out of the marinade of indecision and warm up the grill.

Our work is not a panacea. What clients appreciate the most, though, is an outside perspective on how they are really doing (without pulling any punches), or how to accomplish something without reinventing the wheel. They realize that change is still dependent on them, but they want to be pointed in the right direction based on what has been successful for other firms. We will never know as much about your firm as you do, but we will likely know more about your firm than any other consultant that works with you. For more details, view our website at: www.recourses.com



FACULTY.

David C. Baker is the principal of ReCourses, a frequent contributor to nearly every industry publication, and a speaker at nearly every conference at one point. He's the leading management consultant to the marketing field, helping principals since 1994. He is also the author of *Managing (Right) for the First Time* and *Financial Management of a Marketing Firm*.



Blair Enns, of Win Without Pitching, is the leading sales consultant to marketing agencies and author of *A Win Without Pitching Manifesto*. Prior to founding Win Without Pitching, he spent 12 years working in client-service and business-development roles for big and small agencies. Nobody knows more about selling in this niche than Blair.



AGENDA.

WEDNESDAY ALL DAY (Positioning Opportunity).

- 09:30 - 10:00 — *Welcome and Introductions*
 - 10:00 - 10:15 — *Why It Is the Way that It Is at Your Firm Now*
 - 10:15 - 10:30 — *Early Goal-Setting*
 - 10:30 - 10:45 — *Break*
 - 10:45 - 11:30 — *Way It Could be At Your Firm*
 - 11:30 - 12:00 — *Transitioning from an Order Taker to an Expert*
 - 12:00 - 01:15 — *Lunch, On Your Own*
 - 01:15 - 02:45 — *Building A Case for Your Own Expertise*
 - 02:45 - 03:00 — *Break*
 - 03:00 - 03:15 — *Checklist for Recognizing Opportunity*
 - 03:15 - 03:30 — *Principles for Articulating Your Expertise*
 - 03:30 - 04:00 — *Crafting Your Own Positioning*
 - 04:00 - 04:30 — *Final Exam: Does Yours Pass This Ten-Part Test?*
- 06:00 - 08:00 — *Networking Dinners*

THURSDAY MORNING (Managing Opportunity).

- 08:30 - 09:45 — *Categorizing Opportunities*
- 09:45 - 10:00 — *Break*
- 10:00 - 10:45 — *Nurturing Early Stage Opportunities Forward*
- 10:45 - 11:00 — *Break*
- 11:15 - 12:00 — *Handling Opportunities Stalled on Objections*
- 12:00 - 01:15 — *Lunch, On Your Own*

THURSDAY AFTERNOON (Generating Opportunity).

- 01:15 - 01:30 — *Building Thought Leadership on the Foundation of Your Positioning*
 - 01:30 - 01:55 — *Expert-Directed Discussion on Lead Generation Option #1*
 - 02:00 - 02:25 — *Expert-Directed Discussion on Lead Generation Option #2*
 - 02:30 - 02:55 — *Expert-Directed Discussion on Lead Generation Option #3*
 - 03:00 - 03:25 — *Expert-Directed Discussion on Lead Generation Option #4*
 - 03:30 - 03:45 — *Break*
 - 03:45 - 05:00 — *Optional Module on Building the Right Supporting Website, OR*
 - 03:45 - 05:00 — *Optional Module on Crafting Your Positioning Statement*
- 06:00 - 08:00 — *Optional Dinner*

FRIDAY MORNING (Closing Opportunity).

- 08:30 - 09:45 — *Winning Without Pitching (or Without Strategy or Long Proposals)*
- 09:45 - 10:00 — *Break*
- 10:00 - 11:15 — *Continued*
- 11:15 - 11:30 — *Break*
- 11:30 - 12:00 — *Tailoring Your Closing Style to What Buyers are Looking For*
- 12:00 - 01:15 — *Lunch, On Your Own*

FRIDAY AFTERNOON (Planning Opportunity).

- 01:15 - 01:45 — *Setting Up New Business Staffing Appropriately*
- 01:45 - 02:15 — *Understanding all the Elements of an Actionable Marketing Plan*
- 02:15 - 02:30 — *Break*
- 02:30 - 03:00 — *Exercise: Building Your Own Marketing Plan*
- 03:00 - 03:15 — *Wrap and Closing Comments*



VENUE.

FRIST CENTER FOR THE VISUAL ARTS.

All sessions will be held at the Frist Center for the Visual Arts. The Frist is an important cultural focal point in the community, and it is also a significant architectural center. The center occupies one of Nashville's great historic landmarks—the former main post office, built in 1933. While the exterior illustrates what is commonly called “starved classicism,” the interior follows the Art Deco style, with cast aluminum doors, grillwork, and colored marble in the walls and floors.

The museum exhibits during the New Business Summit will include *Connectiong Cultures* (children's Stories from around the world), Tracey Snelling's *Woman on the Run* (sculptures of run-down buildings on the outskirts of various towns), *A Divine Light* (Northern Renaissance Paintings), and *Boaz Vaadia Sculpture* (stone and bronze creations that celebrate the spiritual connections between humanity and culture).

Dress is casual for the entire event.

Parking is located behind the main exhibit hall.

The Frist is at 919 Broadway, Nashville, TN 37203. 615-244-3340.



R E C O U R S E S

REGISTRATION.

Attendee(s) _____

Company _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Check for \$2,000 Enclosed Charge My Amex/Visa/MC below for \$2,000:

Name on Credit Card _____

Account No. _____ Expiration _____

REGISTRATION OPTIONS.

Email information from above to info@recourses.com

Mail completed form to 6101 Stillmeadow Dr., Nashville, TN 37211

Fax form to private number (no need to call first): 615-831-2212

Questions? Email info@recourses.com or call 615-831-2277

DETAILS.

Meetings at Frist Center, 919 Broadway, Nashville, TN 37203. Limited space available. Casual dress encouraged. Lunch on your own every day. Pay \$1,000 extra (total) and bring as many people from your firm as you like (beyond the first one for \$2,000). No refunds or credits within 14 days of event opening. Substitutes, with notification, allowed at any time.

ACCOMMODATIONS.

See multiple options on following page, all within walking distance of the venue.

ACCOMMODATIONS.

Though there are no reserved room blocks, there are many hotels within walking distance of the venue. Please call hotels directly to make your reservation. Here are the closest hotels and their distance from the venue.

Union Station—Wyndham Historic (next door)
1001 Broadway
Nashville, TN 37203
615-726-1001

Sheraton Nashville Downtown (6 blocks)
623 Union St.
Nashville, TN 37219
615-259-2000

Holiday Inn Express Downtown Nashville (across the street)
920 Broadway
Nashville, TN 37203
615-244-0150

Hilton Nashville Downtown (6 blocks)
121 4th Ave. S.
Nashville, TN 37201
615-620-1000

Renaissance Nashville Hotel (4 blocks)
611 Commerce St.
Nashville, TN 37203
615-255-8400

Courtyard by Marriott Nashville Downtown (7 blocks)
170 4th Ave. N.
Nashville, TN 37219
615-256-0900

Homewood Suites Nashville Downtown (4 blocks)
706 Church St.
Nashville, TN 37203
615-742-5550

Hampton Inn (7 blocks)
310 4th Ave S.
Nashville, TN 37201
615-277-5000

Hermitage Hotel (6 blocks)
231 6th Ave N.
Nashville, TN 37219
615-244-3121

Best Western Music Row (8 blocks)
1407 Division St.
Nashville, TN 37203
615-242-1631

Best Western Downtown Convention Center (6 blocks)
711 Union St.
Nashville, TN 37201
615-242-4311

Doubletree (8 blocks)
315 4th Ave N.
Nashville, TN 37219
615-244-8200