



Connecting People With Technology



In collaboration with:

Technology Workshop: **E-Newsletters That Work**

on

Friday, March 4, 2005

at the

Residence Inn by Marriott – Westford

7 LAN Drive, Westford

12 noon

(Sandwiches and soft drinks will be provided. Arrive early for networking!)

You've got a great database, high speed Internet, e-mail, security, back-ups... now how do you use all this technology to help grow your business?

In today's tightened economic environment, companies are looking for ways to reduce expenses, while still continuing to grow and market their businesses. Effective E-Newsletters provide a systematic, highly targeted, extremely cost effective means for achieving this.

Specifically, attendees will learn:

- The 5 benefits to building an effective E-Newsletter.
- The 6 key guidelines for building an effective E-Newsletter.
- How to use an E-Newsletter to hypercharge an under performing web site.
- How to develop an appropriate E-Newsletter "voice and personality," that grabs the attention of readers while reinforcing brand in the process.
- Effective newsletter management: Opt-in Vs. opt-out; handling privacy concerns; HTML Vs. text delivery; content development and archiving; tracking and list management.
- Real world examples to demonstrate how companies are using these tools to improve the way they market their businesses.

About the Speaker:

Michael J. Katz is founder and Chief Penguin of **Blue Penguin Development, Inc.**, a consulting firm that helps companies increase sales by showing them how to market to their existing relationships, and which specializes in the development of electronic newsletters. His consulting practice has been profiled in The Boston Globe, The Boston Herald, Bloomberg TV, Business Week Online and in a special report by Peppers and Rogers on the subject of effective email marketing. Michael has a BA in Psychology from McGill University in Montreal and an MBA from Boston University.



*Bring your questions to get the most from this workshop.
We'll stay after the program to discuss your specific issues.*

DETACH THIS FORM AND
RETURN WITH YOUR
PAYMENT BY
March 1, 2005

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Workshop – March 4, 2005
\$15 per person

*Reserve Now.
Space is Limited*

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 Attendee 1: _____
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 Attendee 3: _____
 Amount Enclosed: \$ _____
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