

HUMBOLDT MARKETING SEMINAR ...make it easy on yourself!

Agenda Red Lion Hotel in Eureka



Time	Topic	Presenter(s)
9:00 - 9:15	<i>Beginnings:</i> Yich! I've got to do marketing!	Richard
9:15 - 10:30	<i>What to Say:</i> Breaking Down the Wall	Scott "Q"
10:30 - 10:45	Networking Break	
10:45 - 12:00	<i>How to Say It:</i> Persuasive Communication	Richard
12:00 - 1:00	Lunch	
12:30 - 1:45	<i>Where to Say it?:</i> Interactive Discussion With Local Media <i>Each panelist will receive a few minutes to discuss his or her medium or service. After that, questions will be fielded from the audience.</i>	<i>Panel:</i> The Journal Bicoastal Media Suddenlink Media Sirius Studios Artistic Legends Northcoast SBDC
1:45 - 2:00	<i>What's Next?</i> Your Personal Call to Action	Scott "Q"

(Panel will begin during lunch.)



Produced and Presented by
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