

“Full Factor” Workshop Registration Form

First Name:		Last Name:	
Title:			
School Name:			
School Address:			
City:	Province	Postal Code:	
Phone:		Fax:	
Email:		Website:	
Number of Students:		Number of Faculty:	
How did you learn about this workshop?			
Additional Attendees from the same school:			
First Name:		Last Name:	

Workshop Dates:

New York – February 17, 2012

Los Angeles – March 9, 2012

Calgary Alberta – March 30, 2012

Houston – April 13, 2012

Miami – April 27, 2012

Registration Fees:

\$795.00 for first school attendee

\$495.00 for each additional attendee from the same school

*Call and ask about our Workshop Accessibility program.

Workshop Agenda:

8:00am – Welcome Presentation

8:30am – Key Messaging: A Critical First

9:30am – Internal Marketing: Is Everyone on the Same Page?

10:30am – The Power of Events: An Investment in the Future

11:30am – Questions and Answers

12:00 – Lunch Break

1:00pm – Social Media: The Influence of Information

2:00pm – Website Strategies and Optimization: Triple Traffic!

3:30pm – External Marketing: Leveraging Your Media Buys

4:30pm – Evaluative Tools: Closing the Loop by Analyzing Effectiveness and Impact

5:00pm – Questions and Answers

Fax Workshop Registration to: 1-866-604-5396 or scan and email to info@ispginc.com

Payment by: **Visa** **MasterCard**

Credit Card # _____ Expiry Date: _____

Signature _____ Total to be charged: _____

Address of Cardholder: _____

City: _____ State: _____ Zip Code: _____

Space is limited. Registration will be confirmed on a first come first serve basis. For more information call 1- 800-884-0989 or visit the ISPG website at **www.ispginc.com**

“Very informative and encouraging workshop that provided greater insight into understanding what truly effective marketing strategies are. It is excellent and practical – provided usable tools that can be modified to any situation.”

**Quotes from other
 ISPG workshop
 participants**

“Worth every penny and more!” “Exceeded my expectations!” “Every topic was relevant and pace was great!” “Great step by step practical guide!” “I would recommend this workshop to other schools and colleagues.”