

HOW TO MARKET IN AN UNSTABLE ECONOMY

An SMPS-DC Educational Program

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**Society for Marketing
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For any additional questions please contact Ige Guobadia at
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In an unstable economy, overconfidence can lead a firm into all kinds of trouble, even disaster. After enjoying success for a number of years, it's easy to dismiss changes in the market, over-hire, and spend too much wooing the wrong clients. Marketing your firm during unstable times doesn't have to be difficult, but it helps to adjust to the situation before aggressive and painful corrective measures are needed. We will discuss ways to ensure your marketing adjustments promote economic stability.

*Domains of Practice: Marketing Research
and Marketing Plan*

SPEAKER

Sylvia Montgomery | Hinge Incorporated

DATE

Wednesday, September 24th, 2008

2:00PM-4:00PM

LOCATION

SmithGroup | 1850 K Street, NW, Suite 250

Washington, DC 20006