

Marketing Series:

January 29-February 26 / Bethel Public Library

Come Put the Pieces of the Business Puzzle Together and be Successful!

We've put together a team of experts to help show you the road to success.



Wednesday, January 29, 2014

6:00pm to 7:30pm

Targeted Marketing

Presenter: Bob Pietrkiewicz – SCORE Business Counselor

The most successful small businesses understand that only a limited number of people/businesses buy their product or service. The trick is to determine as best as you can who these people/businesses are and 'target' your marketing efforts and dollars toward them. This is the essence of Target Marketing and the Target Marketing seminar. Come and find out just what Target Marketing is, ideas on how to do it, and how to more effectively focus your marketing outreach.

Bob, SCORE member, a business consultant assisting clients in areas such as: Market Management, Planning and Research along with Product Development and Forecasting, to name a few. A marketing specialist with IBM for 27 years, he is accomplished in facilitating improvements in business workflows uncovering process issues.

Click on this link to register for the workshop:

<http://events.constantcontact.com/register/event?llr=ouwdydab&oeidk=a07e8r2ww5c5ad9e034>

Wednesday, February 12th

6:00pm to 7:30pm

Is Franchising Right for You?

Presenter: Bill Brimmer - Local Senior Franchise Advisor for FranNet of CT/RI

Many individuals are looking at business ownership as an alternative to working for someone else. Before you decide what is right for you, we'll discuss the answers to many important questions that will include:

- How do I assure my safety in a business and my chances of success?
- Can I stay in my job and get a business started?
- How do I find a business I like and get all the facts before I invest?
- What types of franchises are available?

Bill has more than 25 years of experience as a business development and sales executive working with high-profile client companies to proactively develop employees to meet changing market and workforce needs. He has worked extensively in career management, coaching both individuals and corporate high-performers to achieve optimum results personally as well as professionally across industries. He currently serves on the Northwest Connecticut Workforce Investment Board and also serves on the Board of Trustees and is Chair of the Human Resources Committee for Newtown Savings Bank.

Click on this link to register for the workshop:

<http://events.constantcontact.com/register/event?llr=ouwdydab&oeidk=a07e8r2ziffa94122a7>

Wednesday, February 26th

6:00pm to 7:30pm

Creating a Sustainable Competitive Advantage

Presenter: Christopher Tse - SCORE Business Counselor

Few companies have competed successfully on the basis of operational effectiveness over an extended period. Strategic Positioning is the better route to sustaining a competitive advantage.

Chris was trained Chemical Engineer. He retired in 2005 from Union Carbide/Dow Chemicals after 30 years of services. He is a SCORE business counselor. Throughout his career, he worked in R&D, market research, product development, sales and marketing, business analyst and technology licensing. His major focus in his last 10 years work was in Business Plan development and its successful execution.

Click on this link to register for the workshop:

<http://events.constantcontact.com/register/event?llr=ouwdydab&oeidk=a07e8r2zihsea77a109>

All workshops are at the Bethel Public Library and are FREE. Registration is required to participate.



Operating Your Business Series

March-April 2014

Manufacturing Series

May-June 2014

Small Business Series

September-November 2014

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