

2018

Pinnacle
Marketing Group
Contacts Meeting



Agenda

Monday, September 10th

6:30pm - 8:00pm - Meet & Greet *(optional)*

Bodega Brew Pub
122 4th St South

Tuesday, September 11th

8:30am - Registration

Radisson Hotel
200 Harborview Plaza

9:00am - Welcome & Introductions

Shelly Geerdes, CEO/General Manager

9:15am - Print and Online Directory Services and Processes

Betsy Bignall, Operations & Accounts Manager
Discover what print and online directory options are best for you and your customers as Betsy provides an overview of our processes including sales, timelines, directory add-ons, distribution, and additional revenue generating options.

10:00am - Break

10:15am - Expanded Marketing Services

Caralee Nowak, Products & Marketing Manager
For the past 10 years, Pinnacle has been expanding our services to benefit communication companies and their customers. Learn about the variety of marketing and design services available from web design, social media management, video production, targeted campaigns and more.

11:00am - Case Studies: Targeted Marketing Campaigns

John Martens, Marketing Strategist
Caralee Nowak, Products & Marketing Manager
John and Caralee will provide current examples of targeted campaigns for communication company clients promoting new offerings such as Gigabit, in-home WiFi, and streaming video apps.

11:30am - Lunch Provided

12:30pm - Reseller Opportunities

Shelly Geerdes, CEO/General Manager
Do you know a business that needs help with their marketing? Shelly will discuss our new reseller program where a simple lead can result in a new source of incremental revenue and additional service offering for your company.

1:00pm - Marketing Assessment

Panel discussion
Submit your company at registration to have our team of experts assess your current marketing efforts. We'll present ideas and tips for an effective, multi-faceted marketing strategy. Don't be shy - take advantage of this great opportunity!

2:15pm - Break

2:30pm - Speed Networking

Back by popular demand! Make connections and exchange ideas with other telephone companies from across the country. Complimentary wine, beer and hors d'oeuvres are provided to keep the conversation lively and creative.

4:00pm - Meeting Adjourned

5:30pm - Dinner *(provided & optional)*

The Waterfront Restaurant & Tavern
328 Front Street South Ste. 100

More information:

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