

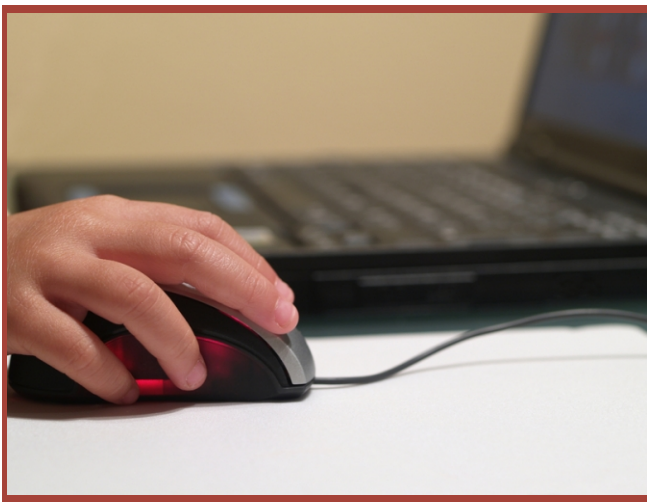


MAURER CONSULTING GROUP

• • • • • Business Strategies for the Design & Furnishing Industries

Develop An On-Line Presence

Do you think just having a company website is enough when it comes to marketing? Do you think your competition isn't looking at ways to market themselves better than you? Don't be left behind in the technology dust of cyberspace and the web 2.0 world. **Terri L. Maurer, FASID**, President of Maurer Consulting Group, will introduce to you the many changes in the world of marketing and advertising since the inception of the Internet. You'll learn to take advantage of new Internet marketing channels to develop a strong presence of your own. Potential customers are looking, will they find you on-line?



Develop An On-Line Presence will help you understand how the Internet has grown to be a major player, if not **THE** major player in the world of marketing and advertising. Ignoring this new field of marketing is corporate suicide for serious business owners or entrepreneurs. In addition to the ability to differentiate yourself and your firm in an increasingly competitive marketplace, you'll learn new, low-cost tactics to help you build a strong on-line presence.

Any business owner or entrepreneur who has recognized the need to *'pump up'* marketing and advertising efforts on the Internet, and has basic knowledge of computers and the Worldwide Web, will have no difficulty with this program. It provides an overview of changes in marketing and advertising and the effectiveness of new Internet marketing channels. The program covers specific low- or no-cost tools, web sites and programs available to develop and enhance your on-line presence opportunities.

Who Should Attend?

This program was developed for owners of small and mid-sized firms and entrepreneurs interested in making an impact through Internet marketing channels. This is a must-attend event for those seeking to differentiate themselves and their businesses from competitors in the market place.

For More Information:

For more information regarding this program, other timely business seminar topics or keynotes by Maurer Consulting Group, contact Terri Maurer at 330.666.0802 or tmaurer@maurerconsultinggroup.com.



Terri L. Maurer, FASID

Terri L. Maurer, FASID, is president of Ohio-based Maurer Consulting Group (MCG), a strategies group focused on helping clients plan for and implement their unique vision of success. Following a logical path of discovery and development, a road map to your organization's success is created.

Maurer's popular business programs have been well received at NEOCON (Chicago, Atlanta, Los Angeles), IIDEX, the TFM show, ASID 'Interiors' and National Wood Flooring Association (NWFA) conferences, 'Coverings' as well as numerous local chapters of ASID, NKBA and NWSID. NCIDQ certified since 1983, Maurer earned her degree in Interior Design from Kent State University. Maurer has nearly 30 years of commercial interior design and business experience in a number of different business models. A past national president of ASID, Terri is a nationally and internationally recognized speaker and educator on business planning, strategic planning, marketing and generational diversity.

Maurer has written a book, *"Interior Design in Practice: Case Studies of Successful Business Models."* with co-author, Katie Weeks. The book is due out in December 2009, through Wiley and Sons, Inc. Publishers.