

Join Us For  
**A Complimentary Breakfast Presentation  
Hosted by NL Broadcasting**

***SALES AND MARKETING  
IN OUR NEW ECONOMY***

**Three Presenters – Three Key Topics**

**\*Sales Training\*Web Design/Marketing\*Audio Imagery\***

**It is our goal that you will take away some ideas or “a nugget” that will assist you in your business in 2012.**

**Friday Feb. 17, 8AM – 9:30AM – Kamloops Convention Ctr.**

***John Glennon - Sandler Sales Training -- “Ready for 2012 and Demanding Customers?”***

In 1997, John became a student of the Sandler Selling System. This introduction changed his sales career and over time propelled John and his career to new heights. Successful in accelerating growth through strategic leadership, John knows firsthand the value of a sales training approach that follows a learning philosophy of ongoing reinforcement. He is experienced in driving the behaviours, attitudes and techniques required of an effective sales team. Sandler Training programs are offered on a regular basis in Kamloops.

***Jarrold Goddard - Net Shift Media - "Leveraging social media, search engine optimization and your web site to maximum ROI"***

Jarrold Goddard is President of Net Shift Media Inc. an award-winning Internet marketing and web development agency in Kamloops. Since 2002, Jarrold has been developing web site strategies and Internet marketing plans for clients throughout BC including the City of Kamloops, BCLC, Teck Corp., Tourism Kamloops, and the Thompson-Nicola Film Commission to name a few. With people now spending more time on the Internet than watching TV, or reading newspapers, it is crucial for any business to have a web presence, and Jarrold helps businesses complement the rest of their marketing strategy with the Internet, and ensure that the Internet is an integral part of their marketing strategies.

***Geoff Bate - Imagine Words and Music - “Rock Your Brand”***

Geoff Bate is the founder and President of Imagine Words & Music Inc., based in Victoria BC. Imagine has earned an international reputation for creating memorable, effective and affordable branding solutions for use on radio, TV and internet. Geoff has over 30 years experience in marketing and advertising, and heads a production team who's client list includes over 4,000 local and regional advertisers across 4 continents and 11 time zones. Chances are, no matter where you live, you've heard (and hummed) their work.

**There is no charge for this breakfast presentation and there will be no sales presentation.  
But, by simply attending, you will be eligible for a 25% bonus on any advertising you purchase in March or April on any of our stations!**

**RADIO NL**  
**NEWS • TALK • SPORTS**  
**610 AM**

Please RSVP to [info@radionl.com](mailto:info@radionl.com) by Wednesday Feb. 8, 2012