

Is Your Company Squeezing the Value Out of Every Trade Show?

Marketing Expert Vicki Lynne Morgan's March 16 webinar will show you how to maximize the payback for each trade show you attend.

Califon, NJ – March 1, 2010 -- In this economy, it is imperative that companies and business people maximize the value of every dollar spent on trade shows and distributor open houses. Such events offer incredible opportunities that too often go unnoticed.

In her Tuesday, March 16, 2010, webinar ***Trade Shows for Buyers: Tap into Hidden Opportunities You Can't Afford to Miss!***, successful entrepreneur and marketing expert Vicki Lynne Morgan will educate attendees on how to:

- Effectively prepare for distributor open houses, expos, and industry trade shows
- Get the best show deals
- Survey customers' needs in advance
- Determine whom and what to bring -- and what to wear
- Strategize whom to meet, what to say and questions to ask
- Effectively and efficiently follow up after each event ... and much more.



Costing only \$29, the hour-long webinar will be offered at noon to 1 pm; and again at 8 pm to 9 pm. Information and registration details can be found at <http://www.eventbrite.com/org/369836862>.

About Vicki Lynne Morgan

An entrepreneur for over 30 years, Vicki Lynne Morgan has a passion for helping small businesses sustain growth and profitability by leveraging their expertise with integrated consulting and strategic planning in core areas of strategic marketing, selling skills, customer experience management, and trade show/expo marketing. A life-long guerrilla marketer and sales professional, she has a wealth of knowledge gained from personal business experience in manufacturing, distribution, retail, and service.

In addition to private consulting, Morgan is a speaker and presenter at H. H. Backer trade shows, NAPPS, ABKA, Pet Industry Advisory, American Small Business Development Centers, New Jersey Association of Women Business Owners, Women's Business Center (WBC), chambers of commerce, business associations, and corporations. She is a counselor and teacher for the New Jersey Small Business Development Centers. Certifications include: Certification in Marketing & Sales sponsored by an ISO 9000 program, instructor for PSS-Professional Selling Skills, and Certified Guerrilla Marketing Coach.

The first woman to own a manufacturers' rep agency in the pet industry, Morgan is President of Califon Connection LLC, dba Russmor Marketing Group and Animal Brands. Her companies have represented 100 pet brands, including Jones Natural Chews, Safe Paw Ice Melter, The Kong Company, Cardinal Laboratories, Pet Factory, and Weaver Leather. Further information can be found at <http://www.animalbrands.com>.

###

For more information or to arrange an interview, contact:

Diane Blaszkka, 908-500-1847

morganpress@yahoo.com