



R E C O U R S E S

New Format
New Content
Networking Reception

5th Annual

NEW BUSINESS SUMMIT

Using Your Positioning for More Reward, Impact, Control, and Fun

Nashville, February 6-8, 2008

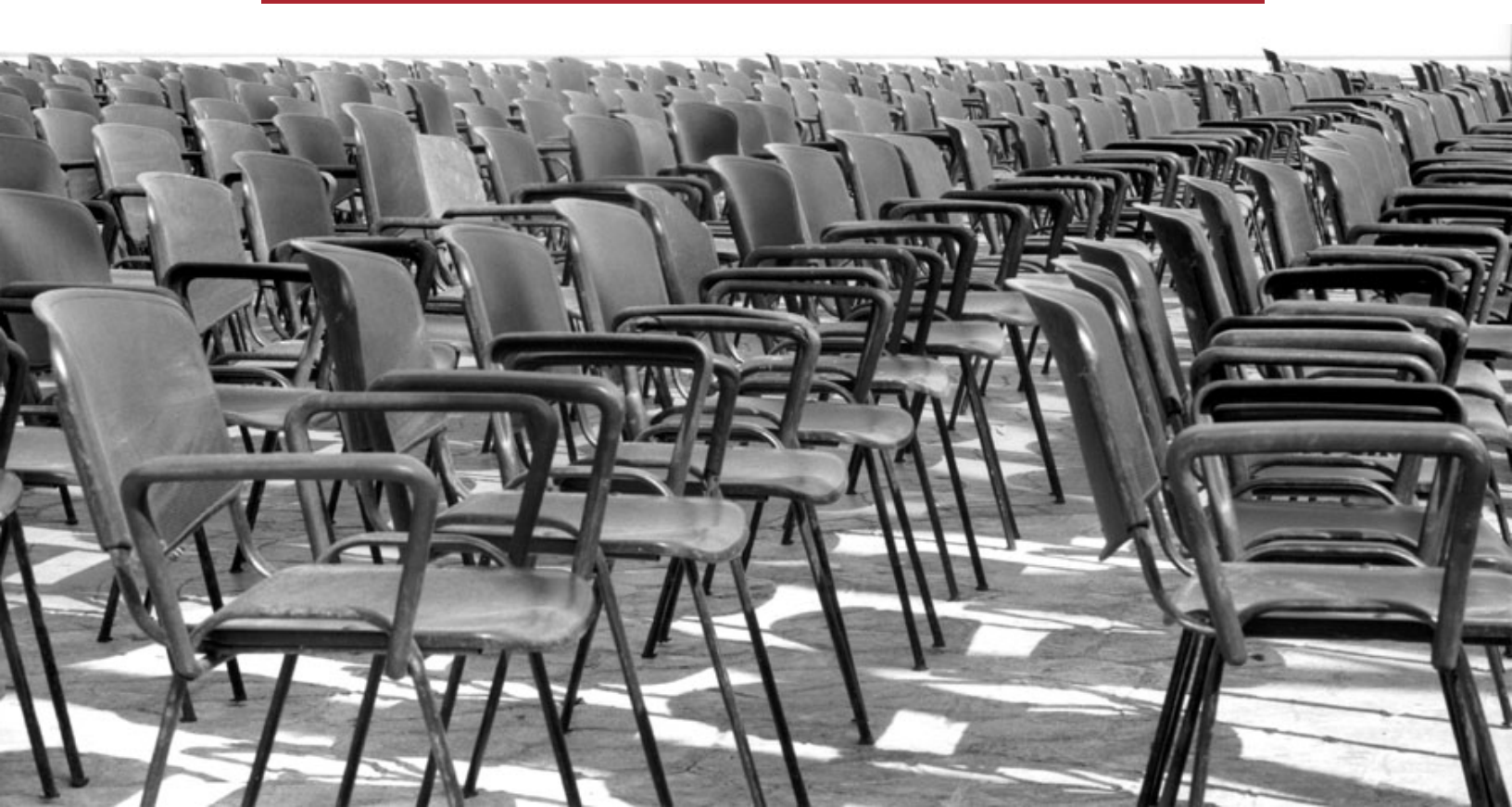
seminar.

Only held once per year, this three-day summit has been developed especially for design, advertising, interactive, and public relations firms, and it is crafted to cover everything about new business development (see the complete agenda on page five). Anyone who deals with positioning, marketing, and selling is a perfect candidate for this seminar.

The sessions are a mix of presentation, hands-on exploration, exercises, and roundtables. You'll learn how your firm should be positioned, what your role should be, how to perform that role flawlessly, how to adjust for your own strengths/weaknesses as you deal with prospects, and how to make the most of the marketing assets at your disposal. Most importantly, you'll learn how to develop a thought leadership position that draws clients to you.

New this year will be directed discussions by topic, grouping firms of similar size together. In addition, there will be a catered reception at the Frist Center for the Visual Arts on Wednesday evening, where you'll be able to connect with fellow attendees while having private access to the exhibits, all with professional musicians playing in the background.

This seminar will include everything from knowing how to identify prospects, how to nurture them to the client stage without weakening your firm's position, how to deal with objections, and one hundred other things that will enhance your success in new business. Essentially, it's a complete look at this function in your creative services firm.





about us.

ReCourses, Inc., is a management consulting firm that works exclusively with small service providers in the communications industry, including: Public Relations Firms, Advertising Agencies, Interactive Companies and Design Studios.

What is management consulting? It is objective, expert advice to management on best practices. Management consultants are hired by businesses to analyze and provide solutions to existing problems or to plan against future ones. The final measure of its effectiveness is peace of mind.

We are unique because we know a particular field intimately, having learned and developed “best practices” from working with hundreds of firms. And we apply them with proprietary, defined processes that both ensure results and make the working relationship enjoyable to you.

You’ll already know much of what we point out, but we will put the pieces into context, save you from experimenting, and bring solutions that may not have occurred to you yet. We’ll gently pull you out of the marinade of indecision and warm up the grill.

Our work is not a panacea. What clients appreciate the most, though, is an outside perspective on how they are really doing (without pulling any punches), or how to accomplish something without reinventing the wheel. They realize that change is still dependent on them, but they want to be pointed in the right direction based on what has been successful for other firms. We will never know as much about your firm as you do, but we will likely know more about your firm than any other consultant that works with you.

For more details, check our website at: www.recourses.com



faculty.

David C. Baker is the principal of ReCourses, a frequent contributor to nearly every industry publication, and a speaker at nearly every conference at one point. He's the leading management consultant to the creative service industry, helping principals for a dozen years. He is also the author of the forthcoming RockBench title "Managing (Right) for the First Time," released in the first quarter of 2008.

Blair Enns, of Win Without Pitching, is the leading sales consultant to marketing agencies. Prior to founding Win Without Pitching, he spent 12 years working in client-service and business-development roles for big and small agencies. Nobody knows more about selling in this niche than Blair.



agenda.

wednesday all day (positioning opportunity).

- 09:30-09:45 — Welcome and Introductions
- 09:45-10:15 — Why It Is the Way that It Is at Your Firm Now
- 10:15-10:30 — Break
- 10:30-11:30 — Way It Could be At Your Firm
- 11:30-12:00 — Transitioning from an Order Taker to an Expert
- 12:00-01:15 — Lunch, On Your Own
- 01:15-02:45 — Building A Case for Your Own Expertise
- 02:45-03:00 — Break
- 03:00-03:15 — Principles for Articulating Your Expertise
- 03:15-04:00 — Roundtables by Type of Firm to Craft Your Position
- 04:00-04:30 — Final Exam: Does Yours Pass This Ten-Part Test?

thursday morning (generating opportunity).

- 08:30-09:00 — Recognizing Opportunity When You Find It
- 09:00-09:45 — Building Thought Leadership on the Foundation of Your Positioning
- 09:45-10:00 — Break
- 10:00-10:30 — Expert-Directed Roundtable on One of Six Lead Generation Categories
- 10:30-11:00 — Expert-Directed Roundtable on Two of Six Lead Generation Categories
- 11:00-11:30 — Expert-Directed Roundtable on Three of Six Lead Generation Categories
- 11:30-12:00 — Reports to Group by Experts
- 12:00-01:15 — Lunch, On Your Own

thursday afternoon (managing opportunity).


- 01:15-02:15 — Categorizing Opportunities
- 02:15-02:30 — Break
- 02:30-03:30 — Nurturing Early Stage Opportunities Forward
- 03:30-03:45 — Break
- 03:45-04:30 — Handling Opportunities Stalled on Objections

06:00-08:00 — Optional Dinner

friday morning (closing opportunity).

- 08:30-09:30 — Winning Without Pitching (or Without Strategy or Long Proposals)
- 09:30-09:45 — Break
- 09:45-10:45 — Continued
- 10:45-11:00 — Break
- 11:00-12:00 — Tailoring Your Closing Style to What Buyers are Looking For
- 12:00-01:00 — Lunch, On Your Own

friday afternoon (planning opportunity).

- 01:00-01:45 — Setting Up New Business Staffing Appropriately
 - 01:45-02:15 — Understanding all the Elements of an Actionable Marketing Plan
 - 02:15-02:30 — Break
 - 02:30-03:00 — Exercise: Building Your Own Marketing Plan
 - 03:00-03:15 — Wrap and Closing Comments
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reception.



reception at frist center for the visual arts.

The Wednesday night reception, from 6:00-8:00p (after the first day of the seminar), will be held at the Frist Center for the Visual Arts. The Frist is an important cultural focal point in the community, and it is also a significant architectural center. The center occupies one of Nashville's great historic landmarks—the former main post office, built in 1933. While the exterior illustrates what is commonly called “starved classicism,” the interior follows the Art Deco style, with cast aluminum doors, grillwork, and colored marble in the walls and floors.

While a Nashville band plays in the background, the museum exhibits will be open for our private event. Exhibiting at that time will be works by Aaron Douglas, the African American Modernist. Aaron Douglas was a leading artist of the Harlem Renaissance whose signature style includes silhouetted figures, flat forms, and radiating bands of light. Born in Kansas and a resident of Harlem for many years, Douglas spent much of his life in Nashville as head of the art department at Fisk University. This is the first touring retrospective of his work and includes approximately 100 paintings, works on paper, and book illustrations.

Available will be light hors d'oeuvres and a cash bar. We encourage attendees to gather informally for dinner afterward.

The Frist is within walking distance of the Nashville Convention Center (the meeting site) and all the hotels listed on the last page. The address is 919 Broadway, Nashville, TN 37203. 615-244-3340.

Dress is casual.





R E C O U R S E S

Nashville, February 6-8, 2008

registration.

Attendee _____

Company _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Check for \$1,795 Enclosed Charge My Amex/Visa/MC below for \$1,795:

Name on Credit Card _____

Account No. _____ Expiration _____

registration options.

Email information from above to info@recourses.com
Mail completed form to 6101 Stillmeadow Dr., Nashville, TN 37211
Fax form to private number (no need to call first): 615-831-2212

Questions? Email info@recourses.com or call 615-831-2277

details.

Meetings at Nashville Convention Center (Ballroom #206), 601 Commerce St., Nashville, TN 37203. Limited to 150 participants. Casual dress encouraged. Lunch on your own every day. Every third person from same firm receives 50% discount. Full refund if cancelled in writing at least 14 days before event. Starts Wednesday at 9:30a. Ends Friday at 3:15p.

accommodations.

See 10 options on following page, all within 5 blocks of Nashville Convention Center.

accommodations.

Though there are no reserved room blocks, there are many hotels within walking distance of the convention center. Please call hotels directly to make your reservation. Here are the closest hotels (all less than one-third mile away, sorted from nearest and outward):

Renaissance Nashville Hotel (next door and connected)
611 Commerce St.
Nashville, TN 37203
615-255-8400

Hermitage Hotel (2 blocks)
231 6th Ave N.
Nashville, TN 37219
615-244-3121

Homewood Suites Nashville Downtown (2 blocks)
706 Church St.
Nashville, TN 37203
615-742-5550

Courtyard by Marriott Nashville Downtown (3 blocks)
170 4th Ave. N.
Nashville, TN 37219
615-256-0900

Sheraton Nashville Downtown (3 blocks)
623 Union St.
Nashville, TN 37219
615-259-2000

Best Western Downtown Convention Center (3 blocks)
711 Union St.
Nashville, TN 37201
615-242-4311

Doubletree Hotel Nashville (4 blocks)
315 4th Ave N.
Nashville, TN 37219
615-244-8200

Hilton Nashville Downtown (4 blocks)
121 4th Ave. S.
Nashville, TN 37201
615-620-1000

Holiday Inn Express Downtown Nashville (4 blocks)
920 Broadway
Nashville, TN 37203
615-244-0150

Union Station—Wyndham Historic (5 blocks)
1001 Broadway
Nashville, TN 37203
615-726-1001