

Saturday, March 20, 2010
1:30 pm – 2:45 pm

**General Session: Marketing Your Consultant Business in
a Dynamic Economy**
(1.25 CEU's)

Presenter:

Andrea Coutu, MBA, Consultant Journal

Marketing services in a shifting economy takes special skills. By putting the focus on relationships and value creation, you can help your clients continue to turn to you. And, by thinking strategically about the way you market your business, you can continue to build your sales & marketing pipeline, no matter the state of the economy. Find out how to acquire and grow profitable customer relationships with strategies and tools you can start applying today. Andréa Coutu, founder of Consultant Journal, has seen everything from bubbles to downturns in her 12 years as an independent marketing consultant.