



## **Business of Billiards Seminars**

### **Is Your Pool Business Social?**

Wednesday, July 18, 2012

2:00 p.m. – 3:00 p.m.

Speaker: Lynn Switanowski, [Creative Business Consulting Group](#)

More than 63% of U.S. consumers spend time every day using social media, yet nearly one in five retailers surveyed said they do not see the value in social media. Retailers often lack measurable results from social media efforts and therefore lose interest. In this seminar, we'll offer retailers tools and tips to improve performance results from social media participation, including:

- How to increase loyalty and customer engagement with a social media strategy
- Time saving tools to increase efficiency from the time spent on social media content and posts
- Ways to determine which Facebook applications increase customer interaction
- How to measure marketing success using social media

### **Face The Facts, Facebook Can Grow Your Retail and Pool Room Business!**

Thursday, July 19, 2012

10:00 a.m. - 11:00 a.m.

Speaker: Lynn Switanowski, [Creative Business Consulting Group](#)

Facebook has more than 750 Million users worldwide and it's growing daily. Many of your customers are on Facebook interacting with their favorite brands. So why isn't your business connecting with your customers on Facebook? In this session you'll learn how to create a Facebook Fan Page that will:

- Engage customers with unique and interesting information
- Determine what your customers want in real time
- Interact with your customers and encourage them to support your brand every day

### **New Tools – More Tactics for Connecting With Your Retail Customers**

Thursday, July 19, 2012

2:00 p.m. - 3:00 p.m.

Speaker: Lynn Switanowski, [Creative Business Consulting Group](#)

This seminar will offer tips and tactics for using new media effectively in any retail business. You'll learn how to increase loyalty and customer engagement by building an online community and how your business can increase exposure from previous customers. We'll share case studies and offer tips from retail businesses successfully using social media to increase business performance. Join us to learn how to create social media programs that will deliver results in 2012 and beyond.

## Five Keys to Email Marketing

Thursday, July 19, 2012

3:00 p.m. - 4:00 p.m.

Speaker: Steve Robinson, [Constant Contact](#)

Retailers and pool room operators can maximize the benefits of email communications with this comprehensive look at reaching current customers and prospects. Learn to create and deliver highly branded, professional looking emails designed to get readers to take action on your messages.

Topics covered include:

- What is permission-based email marketing
- List building
- Tips on getting your emails opened
- Best practices in email marketing
- Tracking results and what to do with this information
- And much, much more!!

Email marketing is an effective, affordable and easy to use way to enhance your organization or business image and build relationships that lead to profit, revenue and increased participation.

## Protecting Your Intellectual Property Rights – A Guide for Manufacturers and Distributors

Friday, July 20, 2012

8:45 a.m. – 10:00 a.m.

Speaker: John Forrester, [Predator Group](#)

American businesses expanding into emerging growth markets in Asia, South America and Africa must actively protect their trademarks, domain names, patents, copyrights, and, increasingly, trade secrets from infringement. Specifically created for billiard and home recreation manufacturers and distributors, this seminar will offer tips on protecting intellectual property rights as we enter a “global marketplace.” Following the presentation will be a question and answer session.

## Planning for Your Business to Profit

Friday, July 20, 2012

9:00 a.m. – 10:30 a.m.

Speaker: Lynn Switanowski, [Creative Business Consulting Group](#)

The changing consumer marketplace has put increased pressure on billiard and home recreation retailers and manufactures alike. Successful manufacturers and retailers understand that it can't be “business as usual” in order to deliver sales and profits. Constant innovation and efficiency improvements must be made in all areas of the business to deliver bottom line results.

In today's competitive marketplace, success depends on interpreting the change in consumer and business trends, and improving the efficiencies within your business to adjust to such constant changes. . This seminar will help you focus on how your business must plan to succeed in 2012 and beyond.

Learn how planning more effectively can help your business:

- Deal with increased competition from Brick and Mortar and E-Commerce Stores
- Better align product assortment to meet shifts in consumer recreational activities
- Improve overall productivity and efficiency
- Embrace change and implement fresh ideas, by better understanding emerging trends