



How to Develop and Promote Successful Seminars and Workshops: The Definitive Guide to Creating and Marketing Seminars, Workshops, Classes, and Conferences

Howard L. Shenson

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A complete guide to succeeding in today's burgeoning seminar business--from developing a program and market testing, to pricing, promotion, advertising, and more! How to Develop & Promote Successful Seminars & Workshops The adult education business--seminars, workshops, classes, conferences--is one of the fastest growing industries in the country and, for many, extremely profitable. Now, Howard Shenson shares proven-effective, research-based strategies responsible for filling more than one million seminar seats, to allow anyone with marketable knowledge to succeed in the seminar business. You'll learn:

- * How to select a marketable subject and test market any seminar for about \$1,000 or less
- * How to develop a dynamic program and effective program materials
- * How to create a powerful, registration producing marketing strategy and design winning promotional materials
- * How to assess promotional effectiveness and fine-tune marketing to increase sales
- * How to evaluate and choose where and when to conduct your seminar or workshop
- * How to select hotel and conference facilities
- * How to price your program to ensure maximum registrations/profitability
- * How to develop or obtain program materials and how to add to your profits through back-of-the-room sales of products and services
- * How to creatively select and rent mailing lists, and maximize your direct mail response while reducing marketing expense

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