

EXHIB·IT!TM
VISUAL CONCEPTS

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B2B-B2C 17th Mastermind Digital Community Event



Connect

Collaborate

Community

You are invited to a FREE Zoom event.

**Wed., Aug. 11, 2021 • 10:00 - 11:30 AM MST
(US and Canada)**

Must Register in advance for this meeting:

REGISTER HERE

or go to

<https://us06web.zoom.us/meeting/register/tZ0ucuyhqzggqE9EKdyigmL-PZf5CcDSpqiYi>

The following topics will be presented in separate Breakout Rooms:



TOPIC:

Having Good Communication is for the Birds!

Mastermind Speaker:

Stephanie Peterson, EXHIB-IT! Business Development Specialist

Key Take-aways:

1. Establish Rapport with Your Prospects.
2. Build Trust, Commitment, Distinction & Performance.
3. Communicate Effectively with Each Personality.
4. Understand Generational Differences & How They Impact Communication.



TOPIC:

Find the Fortune in your Email List

Mastermind Speaker:

Melanie Herschorn, Owner, VIP Digital Content - Content Marketing Strategist & Female Empowerment Coach with experience in Print, Radio, and TV Journalism and as a PR Specialist in Hollywood.

Key Take-aways:

1. Why email marketing should be part of your overall content marketing strategy
2. The three types of emails that convert
3. The three C's for marketing success

Join us to connect face-to-face virtually, and collaborate with your mastermind facilitator on current biggest challenges and what has been working or not working for you to date. Meet with us and get involved in this community with leaders across our metropolitan city.