

CT Business Expo 2010 Educational Seminar Schedule

Room # (All rooms located on the show floor)	Discipline	9:45 AM	11:00 AM	2:00 PM	3:00 PM
1	Sales Success I	How to Reach and Sell to Top Decision Makers Duane Cashin, Cashin & Co.	Selling for Non-Sales People Susan Bellows, Susan Bellows & Associates	Panel: Using LinkedIn to Prospect and Connect Moderator: Duane Cashin, Cashin & Co.	Panel: Win-Win Negotiations – Getting to Yes Moderator Susan Lesser, Susan Lesser Group
2	Sales Success II	Panel: 101 Tips for Getting More and Better Prospects Moderator: Bill Doer, SellMore Marketing, LLC	Jump Start Your Sales: Daily Habits that Create Results Michael Francoeur, Dale Carnegie	Panel: Sustaining a High Performance Sales Team Moderator: Steve Porcaro, 1-4-All Coaching	Knock-out Presentations: How to Get Heard and Get Results Debbie Fay, BeSpeak Presentation Solutions
3	Social Media	How to Get Started in Social Media Kathy Hokunson, Site-Seeker, Inc.	Beyond the Basics: Social Media for Marketing and Business Strategists, Suzi Craig, Fathom	Panel: Success Stories: How to Develop an Effective Email Marketing Program Moderator: Corissa St. Laurent, Constant Contact	Panel: Become a Thought Leader Through the Power of Blogging Moderator: Elaine Summers
4	Marketing	How to Turn Website Visitors into Customers Jeff Cohen, ImageWorks, LLC	Optimizing Your PR for Social Media and the Web Jessica Lyon, Co-Communications	Panel: Strategies for Establishing and Building Your Brand, Moderator: Jody Ferrer, The Perfect Promotion	Master Marketing in No Time! Alyssa Dver, Mint Green Marketing
5	Business Growth	Panel: Lessons from the 2010 Business Champions Moderator: Nancy Wheeler, MetroHartford Alliance	Persuade Your Audience, Change Minds, and Achieve Your Goals Dean Brenner, The Latimer Group	Panel: Tapping the Wisdom of Others to Others to Achieve Growth Moderator: Pam Butterfield, Business Success Tools, LLC	Panel: Small Business Fundamentals: How to Make a Profit Moderator: Bob Holdsworth, Ultimate Outcomes
6	Business Best Practices	Panel: The Value of Sustainability Moderator: Naomi Walker, CL&P	Becoming an Employer of Choice: Lessons Learned from the Best Employers Peter Burke, Best Companies Group	Panel: How to Get Financing Now Moderator: Thomas H. Guerra, CBIA	Taking your Business from Start up to Fast Growth, Kevin Sinclair, Wireless Zone