

ATTEND A COMPETITIVE MARKETING STRATEGY WORKSHOP AND...

Measure. Anticipate. Simulate. Win

Give your company a competitive edge in the marketplace and boost your career's success by learning how to proactively make better strategic competitive decisions in marketing and innovation. Gain the competitive advantage!

This intensive and real-life simulation-based CMS Workshop will teach you how to:

- **Measure** the risk of your decisions in marketing and innovation
- **Anticipate** your competitor's responses during the planning stage
- **Simulate** with real life data your marketing and innovation strategies
- **Win** an increase in market share, revenue and profit at lower risk



Register online at www.strategicbrandplanning.com
or call DemandROMI at 404.484.7421

YES, I WANT TO IMPROVE MY COMPETENCE AS A MARKETING STRATEGIST!

Register online at www.strategicbrandplanning.com

Alternatively, complete and return this entire form:

by fax: 404-504-7058

by mail: To address below right

by phone: Call 404-484-7421 Mon-Fri 9am-6pm Eastern

by email: Email all information below to workshop@strategicbrandplanning.com

name	title	
<small>please print</small>		
your company		
approving manager		
your company's address		
city	state	zip
phone	fax	
email		
desired workshop city		
registration type (see pricing at above right)		
<input type="checkbox"/> Early-bird Registration	<input type="checkbox"/> Early-bird Volume	
<input type="checkbox"/> Standard Registration	<input type="checkbox"/> Volume Discount	
PLEASE CHARGE MY CREDIT CARD:		
<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> American Express
card number		
exp. date	*verification #	
cardholders signature		
<input type="checkbox"/> CORPORATE CHECK ENCLOSED – payable to "DemandROMI LLC"		

*verification #: Visa and Mastercard users, enter last 3 digits printed after account number on back of credit card. American Express users, enter 4-digit number printed on front of card above account number.

DATES AND LOCATIONS

CMS Workshops are held year-round in major U.S. markets. For the current schedule and locations, please visit www.strategicbrandplanning.com. Complete details, including address and directions will be emailed to you after registration.

Workshop hours are 8:30am to 5pm. Dress code is business casual.

WORKSHOP FEES per person

For early-bird deadlines and other terms see www.strategicbrandplanning.com

ONE-DAY CMS WORKSHOP

- Early-bird Registration:** \$1,450-register by early-bird deadline
- Early-bird Volume:** \$1,400-register 3+people by early-bird deadline
- Standard Registration:** \$1,550-register after early-bird deadline
- Volume Discount:** \$1,450-register 3+people

DAY-AND-A-HALF CMS WORKSHOP (ADVANCED)

- Early-bird Registration:** \$1,895-register by early-bird deadline
- Early-bird Volume:** \$1,845-register 3+people by early-bird deadline
- Standard Registration:** \$1,995-register after early-bird deadline
- Volume Discount:** \$1,895-register 3+people

Conference fees include:

- Course instruction
- Continental breakfast, lunch, and refreshments

METHODS OF PAYMENT

You may pay with Visa, Mastercard, American Express, or by corporate check payable to "DemandROMI LLC". Registration by check closes two weeks prior to event date.

REGISTER BY MAIL

Complete and return this entire form to DemandROMI CMS Workshops, 3355 Lenox Rd., Suite 750, Atlanta, GA 30326

CANCELLATIONS & SUBSTITUTIONS

Written notice of cancellation must be received at least 14 days prior to the event date for full credit toward a future event. Paid registrants who are unable to attend may send a replacement with no penalty. Please notify us of the substitution via fax, phone or email. Refunds will not be made for any reason.

DemandROMI may cancel the event at any time for any reason. All conference fees will be refunded if DemandROMI cancels the event. Upon cancellation, DemandROMI shall not be responsible for any airfare, hotel or other costs incurred by the participant. Program content subject to change without notice.