

TARGETED SOLUTIONS AND TRAINING AT PHMC

Announce two new workshops to help you market your organization in tough economic times

A STRATEGIC APPROACH TO COST-EFFECTIVE MARKETING

TUESDAY, MARCH 2, 2010, 10:00 AM TO NOON

Learn the keys to developing a strong, integrated strategy reflecting organizational context, goals and stakeholders. The stronger the strategy, the more effective you can be for less money. We will cover:

- Marketing strategy process and elements
- The key role of a messaging architecture
- Strategically designing from the outset with budget constraints in mind
- Working with people who are immersed in your sector and expert in balancing your image with budget constraints

BRAND DEVELOPMENT, REDEVELOPMENT & MANAGEMENT... IN TOUGH TIMES

THURSDAY, MARCH 18, 2010, 1:00 PM TO 3:00 PM

In this interactive session, participants will learn the strategies and tools to effectively manage the brand to powerfully support mission and business goals. We will:

- establish a working definition of brand
- learn how brand integrates into the organizational strategy
- gain practical tools for defining, developing, redeveloping and enhancing the brand through strategic work and effective tactics
- work in small groups on brand issues, goals and challenges you face in your organizations
- provide an opportunity to develop an ongoing brand network

Dina Wolfman Baker, the lead presenter for both workshops, serves as Vice President of Communications at Public Health Management Corporation, a nonprofit institute for public health. In addition to serving on the organization's strategic leadership team, she oversees a marketing, communications and PR group that provides marketing and communications strategy and professional agency services to PHMC's internal programs, affiliate organizations and external consulting clients. In 2008, she led the successful, integrated process to rebrand and position PHMC, something she has done for a number of organizations in the past. Dina brings to her role 26 years of communications and marketing experience and a unique blend of strategic, leadership and business development skills from the nonprofit and corporate sectors. Her expertise includes public/media relations, advertising, branding, public affairs, internal communications, change management, funding and development, eMarketing and eBusiness, strategic planning and client services. She has spoken and published widely on topics related to marketing, communications and branding.

Location: PHMC's training center at 260 South Broad Street, 17th floor, in Philadelphia

Fee: \$20 per person for one session; \$35 per person for both sessions. Groups of three or more from the same organization receive a \$5 per-person discount.

For more information and advance registration: Contact Targeted Solutions at tclemon@phmc.org or **215.731.2477** or contact Training at PHMC at training@phmc.org or **215.731.2115**.

