

# You Will Finally Get Your Marketing Plan DONE!

May 25-27, 2010 in Toronto at the Kingbridge Centre

This Workshop is exclusively for  
**Mining Suppliers Looking to Export More**

## You Should Attend This Workshop If You...

- Need a well thought out marketing strategy and plan to survive these tough economic times.
- Want to attract more clients/customers but not clear what to do when it comes to marketing.
- Are worried about wasting more money on marketing that doesn't work.
- Are sick of the constant up and down cycle and want a continuous flow of new business.
- Want to understand how Twitter, LinkedIn, SEO and blogs fit into your marketing plans.

## Treasure Map Workshop Includes

1. 2.5 Day interactive presentation where you will ask all your key marketing questions.
2. Small groups and very personal attention to discuss your business and to learn from others.
3. Q&A throughout the entire presentation.
4. Workbook in electronic and print formats to help you actually write the plan during the workshop.
5. Single hotel room for each participant.
6. All meals and breaks.



## Workshop Leaders

**Eric Gilboord** worked with many large well known advertisers for 14 years. Since 1994 he has focused on helping over 300 small & medium-sized businesses as a marketing coach and supplier. He believes in a blend of new media and traditional marketing tools. ROI is a must. [www.EricGilboord.com](http://www.EricGilboord.com)

**ERIC Gilboord**  
speaker & coach

**Jon Baird** is a geophysicist whose career in mineral exploration and in marketing and selling to the mining industry has taken him to 71 countries. He has been the Managing Director of CAMESE since 1993. Jon served on the Board of Directors of the Prospectors and Developers Association of Canada from 1995 to 2010 and as President from 2008 to 2010.



Shouldn't You Be Here?

## It's All About You

Time for you and an associate to discuss and build your marketing plan, agree on your strategy and learn the best way to develop creative that works for you. Spend 2.5 days with marketing expert Eric Gilboord and mining industry expert Jon Baird and get months of work done in a few days.

## Details

**Leaders:** Eric Gilboord and Jon Baird.

**Date:** Tuesday May 25-Thursday May 27, 2010

**Location:** Toronto GTA at the Kingbridge Centre

**Price includes:** Hotel and all meals and breaks for each of 2 participants from the same company working on the same plan, just \$4500\* + GST.

\*After CAMESE \$500 discount.

Limited to only  
10 CAMESE  
member companies.



For more information and to register please visit:  
[www.EricGilboord.com/camese-workshop.html](http://www.EricGilboord.com/camese-workshop.html)