

Is Your Business a Destination?

Learn how to Increase Sales & Profits as a Destination Business

Thursday, March 30th ~ Hampton Inn

8:00 a.m. - 11:15 a.m. (check in at 7:45 sharp)

11:30 a.m. - 12:30 p.m. Lunch Provided

12:30 p.m. - 1:30 p.m. Marketing Roundtable

\$30.00 per person before March 9th (lunch included)

\$35.00 per person after March 9th (lunch included)

RSVP's are required by March 24th ~ No refunds after March 24th



Jon Schallert

Destination Expert

destinationbootcamp.com

Jon Schallert is an internationally-recognized professional speaker and business consultant specializing in teaching businesses how to turn into Consumer Destinations. His methodology has been used extensively by towns, cities, downtowns, seasonal tourist locations, shopping centers, retail chains, franchises and independent small business owners.

Turning Any Business into a Consumer Destination: Jon draws on his on-site consulting experience with thousands of independent businesses, and shows any business how to use his trademarked 14-point process for reinventing a business into a Consumer Destination.

Mom and Pop on Top: How To Be Small, But Play Large: Takes small business owners through a series of realizations. Also shows audience members the critical mistakes that most Mom and Pop's make when trying to project their uniqueness, their customer service differences, and their product advantages in their marketing and advertising.

Key Objectives:

- ♦ Come away with a new enthusiasm for being “small”
- ♦ Knowing better how to leverage their independence to influence consumer spending in their favor