



Growing Your Region

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FOR IMMEDIATE RELEASE

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JARI PRESENTS: CREATING THE PERFECT ELEVATOR PITCH

President of Prime Design Solutions, Brian Law, will explain how to create an effective elevator pitch.

JOHNSTOWN, PA – Thursday, July 7th, *President of Prime Design Solutions, Brian Law*, will share his expertise in developing a sales pitch that's short enough to be delivered during an elevator ride. Attendees will learn to create a good overview of what your company has to offer, and how to concisely convey that information to potential clients.

Join Law during this interactive Lunch and Learn, where he will teach the secrets to an effective elevator pitch, and participants will create and practice one of their own.

The cost to register is \$5 per person, and lunch will be provided. To register please visit www.jari.com and click on the calendar to access the registration forms or contact Lauren Brewer at lbrewer@jari.com. Please register by July 6. No shows on the day of the event will be billed.

ABOUT BRIAN LAW

Brian Law is the President of Prime Design Solutions, which provides professional advertising, marketing and graphic design and promotion services to help companies connect with their customers. For over ten years, PDS has been working to promote not only their clients but Johnstown. PDS designed and built "Do Johnstown" as a way to promote the assets of the Johnstown region.

ABOUT JARI

JARI is a non-profit economic development organization that has been a devoted partner of the business community in Cambria and Somerset Counties since 1974. JARI's team of business professionals has a combined 155 years of experience in economic and entrepreneurial development. Our agency provides value-added services and connections to the right people in government, commercial lending, equity investing, real estate and other regional, state and federal economic development groups.

*This Lunch & Learn is funded in part through a Cooperative Agreement with the
U.S. Small Business Administration.*

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