



LUNCH & LEARN

Market Segmentation: How to Hit the Bullseye with Your Marketing

June 20, 2017
12:00 PM to 1:15 PM

COST: \$5.00/person for lunch

LOCATION: JARI Center for Business Development
160 Jari Drive (Richland Township)

PRESENTER: Dave Mastovich
MASSolutions

Your Key Takeaways:

- Understand how to leverage one of the most neglected target markets
- Learn how to create your ideal customer profiles
- Hear how to apply Marriott's Segmentation strategies
- Understand how to create your own referral source marketing program
- Learn how you can position by segment to maximize your marketing ROI

Market Segmentation: How to Hit the Bullseye with your Marketing

Tuesday, June 20, 2017 12:00 pm – 1:15 pm

JARI Center for Business Development
160 Jari Drive, Johnstown, PA

REGISTRANT INFORMATION

Company _____

Address _____

City _____ Zip _____

Contact Name _____

Telephone _____

PARTICIPANTS (Please use a new form for additional participants)

1) _____

2) _____

3) _____

4) _____

PAYMENT INFORMATION

of Participants _____ x \$5.00 = \$ _____

This form is considered your invoice. Payment should be made prior to the day of the event to reserve your seat.

Checks are to be made payable and mailed to:

JARI, Attn: Lauren Brewer, 245 Market Street * Suite 200, Johnstown, PA 15901.

Note: No shows and cancellations after June 19th, will be billed for any seats that you had reserved that we were unable to fill.

Please RSVP by Monday, June 19, 2017 to Lauren Brewer

Phone: (814) 535-8675 / Email at lbrewer@jari.com

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least 2 weeks in advance by contacting Michele Clapper at 814.262.8368.