



# PII Webinar Program

## NEW MARKET TARGETS: *Fundraising*



**Thursday – March 11, 2010**

**11AM -12:00Noon Central; 12:00Noon - 1PM Eastern**

Searching for new business? You're not alone. PII is pleased to offer this series of webinars designed to inform and educate you and your sales team about customer markets that are growing and need print and print-related services now more than ever. Knowing which markets are financially strong, stable-to-growing and structurally positioned to prosper are important for your organization and business development teams to succeed. Our series of monthly programs will allow you to pick and choose the most appealing markets for your business.

Our speaker advises that this series of webinars is not for the faint-of-heart or cynical participant. It is designed for individuals and teams willing to engage new resources, new skills, different ways of thinking and with a piercing capacity to intellectually think through the evidence and recommendations – for their own rational, logical next steps.

### What You Will Learn:

Recent Trends ~ Successes ~ Major Players ~  
“What’s Hot” ~ Multiple Information Resources ~  
Examples of How to Approach Different Profile  
Targets ~ What’s Changing

### Our Presenter

Sid Chadwick of Chadwick Consulting, Inc. has over 26 years experience as a business development consultant, sales team educator and trainer for the graphics communications industry.

### Who Should Attend

Business Development directors, CEOs, CFOs and top performing business development teams (e.g. Sales Reps, Account Execs and CSRs)

### Registration:

\$99 per connection for PII members  
\$198 per connection for not-yet-members

### Upcoming Webinars in this Series:

April 8 – Association Market  
May 13 – Packaging Market  
June 10 – Publication Market  
August 12 – Healthcare Market

### Webinar Information

All you need to access the webinar is an Internet connection and a speaker phone. Prior to the webinar date, you'll receive an email containing instructions on accessing the webinar online and via phone.

**Questions? Contact Sabina Fritzgerald at  
Printing Industry of Illinois/Indiana  
312-580-3115, [sfritzgerald@pii.org](mailto:sfritzgerald@pii.org)**

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**Email registration to [sfritzgerald@pii.org](mailto:sfritzgerald@pii.org)**

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