



2011 Road to Success

Wednesday, April 27

Hilton Garden Inn
1050 Plaza Drive
Highlands Ranch
(303) 683-4100

**Special early-bird price of
 \$229 before March 30**

After March 30: \$249

All meals and materials included

Imagine this:

- A structured day to keep you focused and productive
- Other committed business owners to brainstorm and network with
- Experts in business, web and social media to guide you
- When the day is over, you leave refreshed and refocused with a strategic plan for the rest of 2011.

Sound good?

Then join us as we map out your path to business success.

At event you will:

- Refocus the vision for your business
- Explore or reconnect with your business values
- Develop a One Page Strategic Plan for the rest of the year, which includes goals, quarterly priorities, action plan and marketing strategies
- Identify the core systems and metrics you need to monitor for your business
- Learn tips and techniques for promoting your business using social media
- Understand how the web fits with your business plan and how to make the best use of available resources

Road to Success is beneficial for both new and veteran business owners who want to create a new plan or modify an existing plan and learn new online skills, in a focused and productive environment.

Participants will receive:

- Six hours of structured seminar sessions
- One-on-one sessions with each of the experts following the event
- An individual One Page Strategic Business Plan for 2011
- All meals and materials are included in the registration price

Schedule

Wednesday, April 27

7:30-8:15	Registration
8:15	Introductions
8:30-10:00	Using Social Media to Promote Your Business
10:00-10:15	Break
10:15-Noon	10 Tools to Conquer the Web Mystique
Noon-1:00	Lunch
1:00-2:30	Developing Your Strategic Plan, Part I
2:30-2:45	Break
2:45-4:15	Developing Your Strategic Plan, Part II
4:15-4:30	Break
4:30-5:30	Break-out Sessions with Experts

Presenting Experts

Karen McCormack
 Developing Your Strategic Plan

Robin Neal
 10 Tools to Conquer the Web Mystique

Deb Krier
 Using Social Media to Promote Your Business

To register, go to:
www.bit.ly/f06UAz

