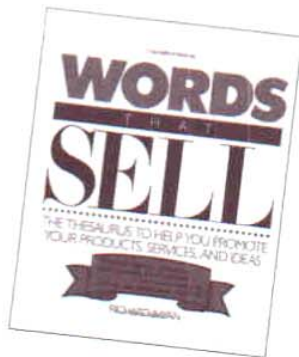


RESOURCE CORNER

There are many books and publications that are geared to help those who plan programs/meetings. If you don't already have these resources in your library, consider adding them.

Words That Sell by Richard Bayan – Listing more than 2,500 high-powered words, phrases, and slogans, this book is the ultimate reference for anyone who needs instant access to the key words that make a difference in promoting your event.



Marketing On A Shoestring by Jeff Davidson – This publication steers you past the glitz and hype to deliver effective, low-cost marketing principles and practices you can put to work immediately. From producing inexpensive, interest-grabbing direct mail packages, to gaining free newspaper publicity and tapping into valuable new customer databases, it demystifies the fundamentals of marketing effectively at little or no cost and shows how to quickly generate awareness and interest in your products or services.