

Marketing - 3



- Network
 - Associations, seminars, conferences
 - Have a Headline and a “Story”
 - Use your Marketing Material
- Target your efforts
 - Manufacturers, service, utilities, associations, government
 - Share program vision with everyone
 - Don't be afraid to ask, but **DON'T ASK FOR HELP!**
- Your request?
 - Industry knowledge, technical know-how, career guidance, teaching aids, materials, supplies, support for training