



SALES & MARKETING PEER GROUP

Thursday, August 12, 2010

8:30-11:30am

Edison Headquarters

1009 Lenox Drive #4, Lawrenceville, NJ

Senior Marketing & Sales Executives from Edison's Director Network will meet to network and share best practices on topics critical to their operating success.

The Presenters and their topics for this workshop will be:

Susan Dorfman – CMI

- Bargain Marketing – “How to establish thought leadership and create awareness on the cheap...”

John Geraci – TraderTools

- Sales Operations – How to drive your sales organization to peak performance.

For those who attended the previous workshop, we expect this gathering to be an interactive discussion focused on best practices. We encourage a lively discussion--please be prepared to share your experiences.

Breakfast will be provided over networking at 8:30am. We plan to begin the discussion at 9am and conclude by 11:00am, followed by more networking.

Please RSVP by August 2nd to Tricia Bradley at 609.873.9224 or tricia@edisonventure.com