ATTEND A MARKETING ROI AND METRICS WORKSHOP AND…

Prove THAT YOUR *Marketing* PROGRAMS *Generate Revenue*

Boost your company's success – and your career – by learning how to measure, prove and *improve* marketing effectiveness!

This intensive and highly interactive full-day session will teach you how to:

- ***BUILD*** *a revenue-oriented marketing plan and budget*
- ***DETERMINE*** *the results from campaigns*
- ***IMPROVE*** *marketing data collection*
- ***PROVE*** *the value of your marketing efforts to the CEO, CFO and sales team*
- ***APPLY*** *the latest tools, techniques and technologies*

…And much more to ***increase your Return on Marketing Investment*** *(ROMI)*

PMD Professional Marketing Development Series

Register online at www.romiworkshop.com

YES, I WANT TO IMPROVE MY MARKETING RESULTS – AND MY CAREER!

Register online at **www.romiworkshop.com**

Alternatively, complete and return this entire form:

by fax: **404.321.3397**
by mail: To address below right
by phone: Call **404.484.7421** Mon-Fri 9am–4pm Eastern
by email: Email all information below to **workshop@romiworkshop.com**

name _____ title _____
please print
company _____

approving manager _____

address _____

city _____ state _____ zip _____

phone _____ fax _____

email _____

PLEASE CHECK APPLICABLE RATE:

☐ ***Early-bird Registration:*** Call for pricing
☐ ***Standard Registration:*** Call for pricing
☐ ***Volume Discount:*** Call for pricing

PLEASE CHARGE MY CREDIT CARD:

☐ Visa ☐ Mastercard ☐ American Express

card number _____

exp. date _____ *verification # _____

signature _____

☐ CORPORATE CHECK ENCLOSED – *payable to "Demandromi LLC"*

*verification #: Visa and Mastercard users, enter last 3 digits printed after account number on back of credit card. American Express users, enter 4-digit number printed on front of card above account number.

DATES AND LOCATIONS

ROMI Workshops are held year-round in major markets. **For the current schedule visit romiworkshop.com.** Complete details, including address and directions will be emailed after registration.

Workshop hours are 8:30am to 5pm. Dress code is business casual.

CONFERENCE FEES *per person*

For early-bird deadlines and other terms see www.romiworkshop.com.

☐ ***Early-bird Registration:*** Call for pricing
☐ ***Standard Registration:*** Call for pricing
☐ ***Volume Discount:*** Call for pricing

Conference fees include:

- Course instruction
- Workshop materials
- Continental breakfast, lunch, and refreshments

METHODS OF PAYMENT

You may pay with Visa, Mastercard, American Express, or by corporate check payable to "Demandromi LLC". *Registration by check closes two weeks prior to event date.*

REGISTER BY MAIL

Complete and return this entire form to **Demandromi ROMI Workshops, 3355 Lenox Rd., Suite 750, Atlanta, GA 30326**

CANCELLATIONS & SUBSTITUTIONS

Written notice of cancellation must be received at least 14 days prior to the event date for full credit toward a future event. Paid registrants who are unable to attend may send a replacement with no penalty. Please notify us of the substitution via fax, phone or email. Refunds will not be made for any reason.

Demandromi may cancel the event at any time for any reason. All conference fees will be refunded if Demandromi cancels the event. Upon cancellation, Demandromi shall not be responsible for any airfare, hotel or other costs incurred by the participant. Program content subject to change without notice.