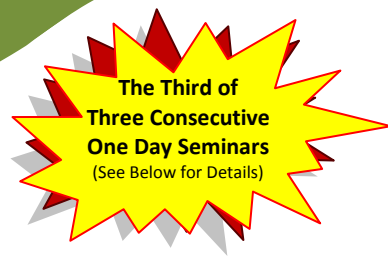


THE INTERNET AND SOCIAL MEDIA ARE CHANGING THE WAY WE COMMUNICATE AND HOW YOU (OR YOUR COMPANY) ARE PERCEIVED IN THE MARKETPLACE...

...TAKE THIS OPPORTUNITY TO BETTER UNDERSTAND WHERE, WHEN AND HOW TO CONNECT WITH THE RIGHT AUDIENCE



Marketing for Success In the Digital Age

This informative, interactive and entertaining one day seminar is designed to provide valuable lessons learned and insights into building your professional brand and creating an effective marketing strategy for growing your small business in today's digital age. Whether you are new to your profession or looking to increase the impact and reach of your small business, this seminar will help you to cut through the hype and find the right tools and approach to marketing that will take your business to the next level.

This unique opportunity features discussions on impactful topics facilitated by some of the most accomplished professionals and small business owners in their respective markets, each of whom provides an educational and, at times, entertaining perspective that can only be gained through firsthand experience. Some of the informative topics that will be explored include:

- Mistakes? I've Made a Few...and Here's How you Can Avoid Them
- Shifting Through the Sea of Data to find What's Most Useful to Your Brand and Your Business
- The Rapidly Changing Social Media Landscape, Where We Are and Where YOU Should be Going
- Why Change Now: Improving Reach by Blending Traditional and Digital Marketing Approaches

This is the Opportunity You've Been Looking for to Get Answers to Your Most Important Questions!

- Each Presentation Will be Followed Immediately by a Question & Answer Session Facilitated by the Speaker
- Every Speaker will be available throughout the day for one-on-one discussions on relevant topics

Date: **October 8, 2016**

Location: **The Amphitheatre**
at
The National Conference Center
399 Monmouth St.
East Windsor, NJ 08520

Cost: **\$150.00** per attendee

Includes: **Handout Materials**
Continental Breakfast
Buffet Lunch

Lodging: **Holiday Inn East Windsor**
(Co-Located with Conf. Center)

Room Rate: **\$79.00 per night + Tax**
(Incl. Full Breakfast Buffet)

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- **October 7, 2016: EP Career Seminar \$150.00**
- **October 8, 2016: Marketing for Success in the Digital Age \$150.00**

Attend ALL 3 SEMINARS for Just \$375.00

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This Event is Hosted by



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Marketing for Success In the Digital Age

October 8, 2016 at The National Conference Center
in East Windsor, New Jersey

The Distinguished Speakers for This Event Include:



Anthony J. "Tony" Scotti
Content Based Marketing Pioneer

Starting in 1974 as he began to "boot strap" his first company to global success, Mr. Scotti has been a serious student of what today is often referred to as content based marketing. With more than four decades of small business leadership experience, he was on the leading edge of discovering and leveraging the power of digital marketing platforms – from HTML email services to social media outlets. While today he is semi-retired, he continues to be recognized as a thought leader in small business marketing and branding among his professional peers and associates.



Lawrence "Larry" Snow
Social Media and Internet Marketing Consultant

A close confidant of Tony Scotti, Mr. Snow's career in digital marketing began nearly 20 years ago as a website designer and developer which provided him a front row seat to the explosive growth of social media. His experience includes an 8 year stint as the web and internet manager for a leading global financial institution, where his responsibilities included building and sustaining brand awareness across diverse market spaces. Now working as an independent consultant, he brings in depth knowledge of social media, internet marketing and public relations strategies to small business and local government agencies, particularly in analyzing and understanding relevant data sets and building useful marketing metrics.



Joe Autera
Successful Small Business Owner and Former Corporate Executive

Mr. Autera has been fortunate to have built a small business into a global leader in its' niche that includes among it's distinguished clientele more than 200 major corporations, among them 89 of today's Fortune 100 companies, and 7 of 10 largest companies, by annual revenue, in the world. He is widely recognized as a straight talking, often irreverent, industry leader who isn't shy about sharing the hard lessons he's learned while building a powerful brand on a limited budget and with limited marketing expertise. When not managing his growing small business, Mr. Autera takes advantage of opportunities to give back to his profession and various communities through direct action and supporting a variety of non-profit organizations.



Gerard Boniello
Successful Small Business Owner and Former Corporate Executive

Mr. Boniello has more than 25 years small business and corporate management experience which has provided him with invaluable insight into how to integrate more traditional marketing strategies with the leading edge opportunities that digital media provide to build a professional brand. His business experience includes boot strapping the start up of a small business, growing it into a regional leader in its market space and successfully merging it with a national company. Today he is applying the lessons he's learned relating to brand recognition and hybrid marketing strategies - as well as learning some new ones - as he spearheads the launch of his latest business venture as its Managing Partner

This is One Opportunity You Don't Want to Miss, So Register Today

by going to **WWW.VEHICLEDYNAMICS.COM** or Calling **(732) 738-5221**