

A SEASON FOR PLANNING:

MARKETING & MANAGEMENT WORKSHOPS FOR NPOs

SEATING IS LIMITED – REGISTER NOW!

Name		
Organization		Position
Address		
City	State	Zip Code
Phone	E-mail	

Individual Workshops are \$50 each. Register for two on same day and receive a free lunch! NAMP Workshop participants receive a complimentary program binder.

Circle Box	Workshop
A	September 25, 2008 – Strategic Planning [MKT] 9 am – noon
B	September 25, 2008 – *A Marketing Plan For Success [MKT Basic] 1 pm – 4 pm
A	October 29, 2008 – *Moving Beyond the Survey [MKT Basic] 9 am – noon
B	October 29, 2008 – *Implementing the Process of Research [MKT Basic] 1 pm – 4 pm
A	January 29, 2009 – *Branding: Creating Your Image [MKT Basic] – 9 am – noon
B	January 29, 2009 – Marketing Your Organization's Images [MKT] 1 pm – 4 pm
A	March 5, 2009 – Understanding the Architecture of A Nonprofit Board [MGT] 9 am – noon
B	March 5, 2009 – Tuning Up Your Board for High Performance [MGT] 1 pm – noon

Payment Method

Check (payable to Arts & Business Council of Greater Phoenix)

Charge (check one)	Amex	Visa	MasterCard	Discover
Card Number			Exp.	
Signature			Zip Code	

Return form with payment to:

Arts & Business Council of Greater Phoenix, 2942 North 24th Street #104, Phoenix, AZ 85016.

Return credit card orders by email to jthomas@artsbusinessphoenix.org or fax 602 234-4722

***Sessions marked with an asterisk (*) are required for NAMP Certification.**

All Workshops are scheduled to take place at the The Flinn Foundation, 1802 N. Central Ave., Phoenix, AZ 85004 unless otherwise noted.

NAMP Certificate Program

The National Arts Marketing Project (NAMP), sponsored by American Express, is pleased to announce that it will award certificates to participants completing six Marketing Workshops. The NAMP Certificate of Completion in Basic Arts Marketing recognizes arts managers in small and mid-sized organizations who have completed the training needed to effectively market their organization and develop new audiences.

Requirements: A total of 21 hours over three consecutive years, to include: Basic Marketing: Marketing Plan, Marketing Research & Branding and three additional NAMP Marketing Workshops of the participant's choice. All workshops must be attended and completed at the Phoenix NAMP affiliate (A&BC).

THE 2007-2008 NAMP STEERING COMMITTEE: Patrick Howley, The Howley Group; Mitch Menchaca, Arizona Commission on the Arts; Tia Stokes, Training Made Easy; LaTricia Harper, City of Scottsdale; Nathalie Potvin, Republic Direct; Nancy Sagar, Moderandi Inc.; Nora Carrol, CarrolCreative; Sara Gordon, Colonia Bank; Harold McKisson, Peoria Arizona Historical Society; Dan Cortez, Arts & Business Council of Greater Phoenix

