

ELEVATE your MARKETING EFFORTS

When I Need Help

First Anniversary Issue – September, 2010

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WELCOME to the first anniversary issue of *ELEVATE your MARKETING EFFORTS*. I hope to honor you, my clients and friends who have supported me over the past year, by sharing some valuable information to help you improve your business. If you have any questions or comments, please do not hesitate to contact me at any time.

The main reason I founded When I Need Help one year ago was to enable direct, open communication with my clients before, during, and after each event. Because every client and event is unique, I strive to work with my clients to tailor my involvement according to their individual needs. Above all else, I feel that **my most important responsibility is to make my clients' work easier**. These are the principles upon which When I Need Help was founded and I think back to them with every improvement.

I have updated my website, www.whenineedhelp.com, to improve its compatibility with a variety of browsers and be navigated more easily. I have also updated my retainer policy to better accommodate clients who would like to officially confirm their next series of events simultaneously. WINH offers a full suite of consulting services (now including reasonably priced professional printing) especially designed to complement my work as your event hostess. For additional information, please visit www.whenineedhelp.com/consulting.html.

Over the past year, I have had the opportunity to work with fantastic clients. Each client has impacted my professional life in a different way. This is a very exciting time for When I Need Help and for me, personally. Thank you all for your continued support!

Please enjoy this issue,

Robyn Davis
When I Need Help

HOW to REACH your CURRENT CLIENTS at CONVENTIONS and TRADE SHOWS

Expanding your focus and improving your results

Although many exhibitors will tell you they are focused solely on generating new leads and cultivating new business at conventions and trade shows, by ignoring the opportunity to engage existing clients, they are missing out on an opportunity to improve results. Statistics say it is five times more expensive to acquire a new client than it is to keep a current client. At the same time, experts suggest you contact your current clients between once a month and once every two weeks to stay in the forefront of their minds. Keep your current clients and improve your frequency of contact by expanding your focus to include these clients in your efforts as an exhibitor at upcoming conventions and trade shows.

As you are making your preparations for an upcoming event, you will want to consider your client list. First determine which clients are based in the immediate area or between your office and the host city and then consider which clients may be planning to attend the event.

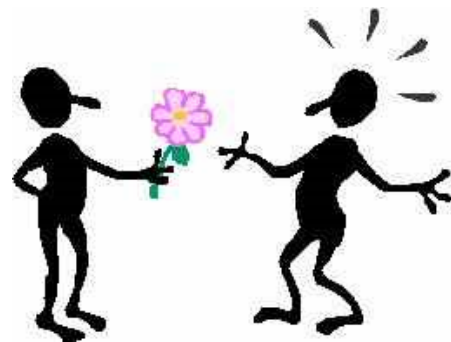


Consider driving to meet with clients along the way.

For clients who are not currently planning on attending your event but are based in the same city, reach out to let them know you are coming to town. Then, utilize this time to connect by offering free expo hall tickets (if available – check with the Event Management first to be sure), inviting them to an evening reception you are hosting/sponsoring, or setting up another time to meet outside of booth hours. You may even consider extending your trip by a day or two to plan for meetings with clients nearby or along the path you travel to get there.

If it makes more sense, consider driving so you can visit these clients on the way. Although you may miss your airline miles, your clients will appreciate your extra effort in providing personal, face-to-face attention and your finance department will appreciate the budget conscious way you are accomplishing a number of client visits in one extended trip.

For clients who are also attendees, start by including them in your pre-show marketing efforts. In the time leading up to the event, send them a tailored version of the e-mails, physical mailers, and other communications you have already prepared for prospective clients. Inviting them to come by and receive a special gift (even if the special gift is not expensive) or an extra entry in your sweepstakes, for example, will make your clients feel appreciated.

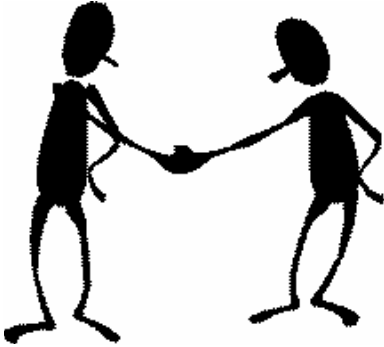


Show your appreciation when clients visit your booth.

Once your clients come into the booth to enjoy whatever your pre-show marketing efforts have promised, you can introduce them to key company personnel and highlight some of your new offerings which may be of specific interest to them. If you happen to have prospective clients in your booth that may benefit from a quick conversation, an introduction may be appropriate but only if your happy client is happy to share a few kind words.

Keep your visits inside the booth brief so as not to distract from the business at hand (greeting and quickly conveying your value proposition to attendees) and to conserve space (so that other meetings, demonstrations, or even just brief conversations can take place).

If your company has access to a meeting room, you can use that to continue your discussion or iron out details for a new contract. However, most of your existing clients will probably prefer a meeting somewhere less formal when possible (keep reading for more on this).



Meet and greet your clients in the booth.

Then, take them to a meeting room or less formal space to continue your conversation.

After leaving your booth, one option is to escort your clients around the exhibit hall, introducing them to vendors who may be useful to their business and providing advice as to those who may not. This can be a helpful way to get to know your clients even better if you take full advantage of it. Be sure to listen to the comments they make and the questions they ask – this way you can better tailor your future conversations according to their current needs as you observe them even if they are not able or willing to verbalize them to you.

Another option is to attend a pertinent session with your clients. During the session, you will both learn about some of the current industry trends and/or gain a more in depth understanding of a specific topic of interest. As before, pay attention during the session and make notes as needed so you can, not only answer your client's questions, but also provide your own insight as to how your company can help to improve their results in this area or one related to it (for any session you would attend with a client, there should be direct relevance or a logical jump from the session content to your company's offerings).

Outside of booth hours, be sure to take advantage of the time you have. Remembering that you are on a business trip for work, not enjoying a vacation, will be the key to your success at any event. First, plan to take full advantage of your meal times by scheduling each of your breakfasts, lunches, and dinners as time to meet with clients. You may even consider hosting an evening reception to maximize your visibility with many of your current and prospective clients at once (this can be especially time and cost effective if you have many clients in attendance but only a few days in town).

On the other hand, while you are working, you can incorporate a little fun. Many clients would love to attend a local sporting event or meet up for drinks – think about putting together a foursome for golf, inviting your clients up to your corporate box seats at the baseball/basketball/hockey/other game, or meeting down at the hotel bar during cocktail hour. As long as you remain professional and these encounters take place outside of booth hours, you are only adding to your potential for results.



Invite your clients to attend a local sporting event

Finally, after the event, follow up as soon as possible. Thank your clients for taking the time to meet with you and refresh their memory as to any relevant information you had discussed. Deepening your professional relationship with current clients is essential – as they say, people do business with people they know and like. With these tips, you can expand your focus to use your next convention or trade show as another opportunity to remind your clients why they continue working with you.

NO (TRAVEL) EXCUSES – BE HEALTHY

Easy ways to stay fit and feel good while on the road

Everyone knows it is important to “be healthy” and most people try to do so consistently. However, especially for those who travel, almost everyone can think of a few excuses as to why they did not exercise their bodies, eat smart, enrich their minds, and obtain quality sleep. Here are some easy ways to counter the most common excuses:

EXERCISE YOUR BODY

If you are thinking, I can't do my regular exercises away from my gym...

Take advantage of the hotel gym. Some hotels have relationships with local fitness centers as well, so if their facilities are not up to the standards you expect, ask about an exchange opportunity.

If you are thinking, I didn't travel all this way to stay inside...

Explore the city and get your heart rate up by running or walking along a safe, well lit path (some cities even have pre-set “walking tour” routes you can follow – use your GPS or ask the hotel concierge for a map).



Enjoy the city you are visiting and some exercise too!

If you are thinking, I don't have time to work out...

Utilize the time you do have by adding extra exercise into what you have to do anyway. Take the stairs instead of the escalator or elevator, carry your materials and luggage yourself, and park further away from your destination.

EAT SMART

If you are thinking, I don't know where to start – this menu is huge!

Look through the menu and find an entrée in one of the “Heart Smart” or “Reduced Calorie” sections (these items are designed to be both healthy and tasty). Even at most quick service restaurants, you can choose from salads, fruit, and other healthy options for your convenience on the go.



Choose a dish from the “healthy” sections on your menu or ask the chef to customize something great for you

If you are thinking, the food I like is not healthy...

Ask your server to tailor your menu choice to better suit your needs by substituting healthy items for any included items that are less healthy. For example, request vegetables instead of onion rings, ask for your salad dressing on the side, and select grilled chicken instead of chicken that has been breaded and fried. Most chefs will be happy to accommodate your requests and these small changes at each meal can make a huge difference over the course of your trip.

If you are thinking, but I was invited to attend a special meal...

Make the most of the options available to you if possible. However, to account for any meals where the “healthy” options still are not great for you, plan to allow yourself one meal where you can splurge. Just hold yourself to a condition: limit all of your remaining food and drink to healthy items only – no excuses.

ENRICH YOUR MIND

If you are thinking, I am always in my car...

Listen to a book on tape (or CD) while you are driving across town. If your trip is not long enough for a whole book, select a series of short motivational recordings instead.

If you are thinking, sometimes it's not my fault that I miss the time I set aside to read...

Keep a book in your carry on, purchase a handheld e-reading device, or download an application for your phone so you can read relevant content while you are waiting for a delayed flight or in between appointments. Also, keep a notebook handy so you can record your thoughts and ideas as they come to you.



Find a quiet moment to meditate on your future.

If you are thinking, by the time my day is finished, I'm too tired to learn ...

Take advantage of a quiet moment to just think. Visualize what your life will be like after you have accomplished your current goals. Consider any challenges you are facing and meditate on possible solutions.

OBTAIN QUALITY SLEEP

If you are thinking, it's too loud to fall asleep quickly and too bright to stay asleep...

When you confirm your hotel reservation, ask for a room that is on a high floor and away from noise (including elevators, traffic, and ice machines). Bring a sleep mask and pair of ear plugs, just in case.

If you are thinking, I was going to go to bed early, but I had to take care of a last minute issue...

Make sure that everything you need to accomplish for your trip is done before you leave. This way, you will have more time to handle the unexpected on-site without losing sleep. Do not forget to set voicemail and e-mail notifications, assign a contact person for any ongoing projects, and create a Plan B, C, and D for any issues that could arise.

If you are thinking, I don't know why I'm so tired – I slept well last night...

Research suggests that your body is most affected by the sleep you get (or do not get) two nights before a big event. Be sure that you are well rested not only the night before your next event but also the night before the night before the big day to ensure you are on top of your game.

RETAINER POLICY UPDATED for CONVENIENCE in CONFIRMING EVENTS

Now it is even easier to confirm multiple events at once

Effective in August 2010, the retainer policy for When I Need Help - Events is as follows:

"If your event is more than one month away, I will accept a 25% (non-refundable) retainer to hold the dates in my calendar. In this situation, an additional 25% (non-refundable) retainer will also be required and it must be received no later than two weeks prior to your first event day. If you would prefer to wait until we are within one month of your event to confirm my participation, I will require a 50% (non-refundable) retainer at that time."

For example, if your next events are in November, January, and March, simply submit 25% of the quoted amount for November plus 25% of the quoted amount for January plus 25% of the quoted amount for March to officially confirm all three events at once. Then, two weeks before each event, you will send another payment of 25% of the quoted amount for just that event.

Easy, right? Request your quotes and confirm today!

COMMON EVENT MARKETING QUESTIONS ANSWERED

Industry trends, event preparation, premiums, printed materials, and more!

QUESTION: According to the trends you are observing, who is coming to trade shows today and how can I reach these attendees?

ANSWER: *The events industry had been slowing with the economy, but also with the economy, it is picking back up again. I have observed fewer attendees on the show floors in general but, of those who are attending, there are more decision makers who have researched any products and services of interest before the event.*

Today's attendees are focusing their time on a few viable options and bringing prepared questions to ask those exhibitors. If your company is not on their short list but may be a good fit, quickly demonstrate your value for an opportunity to continue the conversation. When you are speaking to these attendees, listen and then respond with authority. Also, follow up as soon as possible after your encounter. Otherwise, you may lose a sale to a competitor who sent their first follow up messages at the end of the day or sooner.

Beyond these qualified buyers, you will meet other attendees (i.e. magazine advertisement sellers, people looking for anything free, and those who want to help you expand your market overseas), but elaborating on those attendees would be a topic for another article...

QUESTION: I am ready to work on the planning for my next event, where should I start?

ANSWER: *Setting reasonable goals is one of the first tasks you will need to approach because all of your remaining preparations should focus on ensuring these goals are achieved.*

First determine what you "need" to happen (what is your breakeven point?) and then determine what you "want" to happen (what is both possible and would enable you to feel that your participation has been successful?).

Clarify your goals, write them down, and share them with the other members of your team. Visualize not only what has to happen for your goals to be achieved (this is essentially what you will be doing in the rest of your planning) but also what you will feel like after the event is over and you have surpassed your goals.

QUESTION: What printed marketing materials will I need to bring with me to distribute on the show floor?

ANSWER: *In this day and age, some attendees (and exhibit managers) would prefer if materials were transmitted electronically, in an effort to be "green" or keep their baggage underweight. However, many attendees are still more comfortable with hard copies and you may feel unprepared if you do not bring these essentials:*

1. Business cards: *It is important that your cards are printed with your current title, phone number, and other correct contact information – it looks sloppy to write on an old card and indicates to your new contact that you do not value them or their business enough to provide a nice, new card.*
 - a. *Between the "fish bowl" giveaways (admit it, you cannot resist another chance to win an iPad) and the networking you will do on-site (along with scheduled meetings and other opportunities to connect, you will be attending evening receptions, running into attendees in the hotel lobby, and meeting visitors in your booth), at a typical show you will use more cards than you think you need – bring extra.*
2. Brochures, one-sheets, newsletters, flyers, or other materials discussing your company and general offerings: *This content should be designed to be easy to understand and provide more information than your welcoming elevator speech but not so much detailed information as to overwhelm a new contact.*
3. Materials (like applicable whitepapers, articles, and brochures) that will be of specific interest to the attendees at this event: *Consider the event you are attending and tailor some of your materials to that industry – be specific in how you can help these guests. Especially if you are launching a new product, expanding one of your lines of service, or focusing only part of your efforts on something relevant to these consumers, print something that speaks to their needs.*

QUESTION: What is the one booth furnishing no exhibitor should do without?

ANSWER: *The one item I typically recommend to my clients is padded carpet. It is expensive, but essential.*

Think about it this way: most of the attendees you want to speak with (not to mention your company representatives who are expected to stand and maintain a positive attitude while answering questions and enthusiastically conveying your value proposition) spend eight hours a day sitting behind a desk in their regular lives.

Long show days are filled with walking and standing; even outside of booth hours, attendees are stretched thin. Between traveling, keeping up with regular office responsibilities virtually, and round the clock networking efforts, attending these events can be exhausting! It may sound small now, but that extra padding can make all of the difference in how much focus these professionals can provide to enjoying your carefully crafted presentation.



The key to calculating your complete ROI:
Creatively determine an appropriate metric for each expense and benefit. Then, translate each metric into one common denominator.

QUESTION: How do you and your feet survive standing throughout so many long event days?

ANSWER: *Eventually you become (more) used to it, but in the mean time, here are a few tricks:*

- 1. Splurge on padded carpet (see above).*
- 2. Wear stylish but comfortable shoes with insoles – if you are buying new shoes for this purpose, break them in before you get to the convention city.*
- 3. Take some time to soak your feet in the hotel's hot tub while decompressing after booth hours and vary your shoes for any evening activities.*
- 4. Sleep with your feet raised (I pile all of those extra hotel pillows at the bottom of my bed) to bring yourself back to equilibrium before the next event day.*

QUESTION: How do you feel about promotional “give away” items?

ANSWER: *It depends on what you are trying to accomplish...*

First, if you are hoping to improve your visibility or brand awareness, carefully selected premiums can be useful in getting your name out there. If you would like to show your existing clients you appreciate them with a small gift when they visit your booth (see “HOW TO REACH your CURRENT CLIENTS at CONVENTIONS and TRADE SHOWS”), that makes sense. On the other hand, if your goal is to find a handful of quality leads out of a sea of unqualified attendees, this may not be a great strategy.

Above all else, you must find a way to connect any distributed premiums to your company and offerings. The reason you are investing in these items is that you want people to associate your company with the item every time they see it in the future. If you cannot explain a logical relationship between the two, do not bother purchasing the items.

QUESTION: What is missing from most return on investment (ROI) calculations?

ANSWER: *Many exhibitors leave out items they cannot quantify easily, for example, the cost of time spent away from the office or the benefit of supporting the host organization.*

The key here is to creatively determine an appropriate metric for each expense and benefit (whether that is time, money, number of quality leads, or percentage of market share) AND then to translate each metric into one common denominator (most likely money). How much is your time worth? How many quality leads do you need to obtain during the event to result in a sale afterwards (and how much is your average sale)? To compile some of this information, you will need to collaborate with other departments within your company. If they have not started tracking the impact of items you need (i.e. results from advertising, benefit of team building, or the numbers for each step of your long term sales cycles), encourage them to start now. That way, at least you will be able to include their data in next year's reporting.

More questions? E-mail info@whenineedhelp.com

QUICK TIPS

*...for networking success
at an evening reception*

1. Read the newspaper

Current affairs are an excellent conversation starter – consider the Wall Street Journal or one of your industry's top magazines as a starting point. If those are not readily available, try the USA Today or a local paper instead.

2. Wear something interesting

Nice shoes, a stylish watch, beautiful jewelry, or a handsome tie provides others with something to say. Accept their compliments with grace.

3. Prepare for an introduction

Hold your drink in your left hand so you can shake hands with your right. Make sure your name tag is visible and keep your business cards handy.

4. Ask thoughtful questions

Everyone asks about "what" you do. Be different. Ask "why" or "how" and then relate what is said to something you have read or experienced.

DECISIONS, OUTSOURCING DECISIONS...

How do you know when to outsource a task?

These days, if you look hard enough, you can find and pay someone to do just about anything for you. On the other hand, many professionals prefer to complete a large number of projects themselves, sometimes so many it becomes detrimental. Think about it. How and when do you decide what to do yourself, what to delegate to your team, and what to outsource? Use this outline to help you with your outsourcing decisions.



*When should you personally complete, delegate, or outsource a task?
This outline will help you decide logically.*

TASK:

REASON FOR TASK:

DEADLINE:

RESOURCES:

CONSIDER YOUR STRENGTHS:

Consider the skills and abilities you have acquired that would help you in completing this task.

1. Are you capable of completing this task successfully?
2. Have you had any relevant training?
3. Have you successfully completed similar tasks in the recent past?

CONSIDER YOUR AVAILABLE TIME:

...emphasis on the word "available" – this means, after you have completed all of the other things you need to do, consider only the time that is left to complete this task.

1. Is there any available (left over/free) time?
2. Is that time adequate to complete the task as well as you would like it to be completed?

CONSIDER YOUR RESOURCES:

When delegating to members of your team, it is important that you consider their strengths and available time as you would if you were delegating to yourself. As an employee and member of your team, he or she is an extension of you for work related matters.

For outsourcing decisions, it is important to consider who you know or who your associates can refer you to that is qualified and would be a good fit for this task (i.e. to perform your root canal, you would consider a reputable dentist but not a landscaper or a chef).

1. Who could you delegate this to?
2. Consider their strengths and available time:
 - a. Are they capable of completing this task successfully?
 - b. Have they had any relevant training?
 - c. Have they successfully completed similar tasks in the recent past?
 - d. Is there any available (left over/free) time in their schedule?
 - e. Is that time adequate to complete the task as well as you would like it to be completed?
3. Who could you outsource this to?

CONSIDER THE EXPENSE:

Include all of the expenses (i.e. time, money, stress, quality, lack of input/control, impact on your reputation, etc.) even if they seem small because sometimes it is the large number of small expenses that makes your choice clear.

1. What would it cost you to do this task yourself?
2. What would it cost you to delegate this task to your team?
3. What would it cost you to outsource this task?

CONSIDER THE BENEFIT:

This section should include all of the benefits – many of the same items that were an expense in one or more answers above will likely be a benefit in other answers below.

1. What would you gain from doing this task yourself?
2. What would you gain from delegating this task to your team?
3. What would you gain from outsourcing this task?

WEIGH YOUR OPTIONS AND DECIDE.

MORE QUICK TIPS

*... for networking success
at an evening reception*

5. Pay attention

Carefully listen to the person you are speaking with – do not check your watch or look for a new contact until you have finished your conversation.

6. Mix and mingle

After spending some time with one person or group, exchange contact information and politely excuse yourself. Promise to continue the conversation at another time and follow through.

7. Share the wealth

Remember connections you meet who may not be a great fit for you personally or your business and introduce them to others who may be more compatible – trust your new connections to do the same for you.

8. Organize and Follow up

At the end of the evening, make notes on the business cards you have received. Send a quick message within 24-48 hours to thank each person for your encounter.

CELEBRATE the FIRST ANNIVERSARY of WHEN I NEED HELP

With memories and a special gift



WINH's First Event:
ACS National Meeting – Julabo USA



EMS Today Expo
– EMS eSchedule



PMI Global Congress – Project
Management Technologies, Inc.

MAKE the MOST of a “SLOW SHOW”

As published in Salesopedia and SalesPro magazine

and nominated as one of the Top 10 Sales Articles of Month (July, 2010)

As an event hostess, I participate in a number of trade shows, conventions, and other events. Recently, I was contracted for an event that was miserably slow. On the plus side, this gave me an opportunity to observe how different company representatives will act when they think no one is watching... let's just say it's not always positive. Hopefully, these tips will help you to make the most of your next miserably slow event or even just those last few trying hours of any event.

1. Put your best self forward.

When I was younger my musical theater group was in the Macy's Thanksgiving Day parade and every year, we would hear the same speech from our director (paraphrasing a little): “Thanksgiving morning will be cold and we will all be tired, but you'll regret it if you don't look your best when the cameras come on... So, make yourself look like you do when you feel your best – put your shoulders back, raise your eyebrows, and smile with a big toothy grin.” I am sure your company feels the same way about this trade show that our director did about the parade. Regardless of how you feel (stressed, tired, overworked...) when the show opens each morning, it is essential that you make yourself look like you do when you feel your best. Once you look like you are excited to be exhibiting at the event, you will start to feel that way too.

2. Literally, make the most of it.

Engage every single attendee who walks past you, taking advantage of every second you have on the show floor to create positive interactions and promote your company's products/services. If the passersby are not your target consumer, they probably know someone who is (your marketing department did select this particular event for a reason, right?) or at the very least, they are giving you another opportunity to improve yourself. Work on your approach, practice variations on your full pitch, and solidify your best “elevator speech” summary. If another exhibitor walks by, be polite and ask how their show is going. Talking to anyone and everyone helps you to build momentum – once you have one visitor, more will follow.

3. Count the no's.

A very popular cold calling book talks about a company that rewarded their salespeople when they could check 250 boxes (one symbolizing each rejected call). This company knew that within those first 250 no's, a salesperson would encounter at least one positive response. Take an hour and count how many “Sorry, not interested,” “I'm a vendor too,” and “I'm running late for a session” statements you have to hear before an attendee takes your information, lets you scan their badge, or offers a business card. Try to improve that average in the next hour or, if that seems out of reach, use your number to maintain your motivation because you know when you hear the 249th “no” that the next “yes” is right around the corner.

4. Find the take away points.

Look around at the other booths. First, observe those that appear to be the most successful. What are they doing differently? Check out their staff (attire, body language, energy level), their display (equipment, seating, décor), and overall presentation (premiums/pamphlets/give-aways, booth organization, and other special additives). Would any of those items enhance your booth? Next, observe the elements of those that are less successful. Which specific attributes are contributing to their poor performance? If you were managing their booth what would you change? Finally, take an objective look at your own booth as well – list your own pros and cons. Mentally compare and contrast all three categories so that you can make recommendations (or changes, if you are the person who does that at your company) for the next conference.

5. Be on your best behavior.

When a show is slow, that is when you are taking time to observe others, so it is logical to assume someone may be watching you too. Especially in this digital age where almost every cell phone has a camera and anything less than satisfactory is being tweeted about as it happens, you want to make sure that your company maintains the positive image you are attending this event to portray. So, ignore the pain in your toes and the text message from your associate a few steps away (not to mention the yummy appetizers and tempting beverages the servers are carrying past you) and remember those be-a-good-booth-staffer tips you were not only trained on, but have also read about in every other trade show article.

BONUS: If you have “extra” staff (or a competent hostess who was hired for the express purpose of working in your booth during event hours), rotate representatives through a series of five minute mini-breaks. Sometimes, taking a moment to read a few e-mails, taste one of those appetizers, or just zone out, can be all you need to come back feeling refreshed and ready to finish the day. If your situation permits a longer period of time away from the booth, this can be a great opportunity to allow your staff to sit in on a session, meet up with prospective clients, or check in with the office for any matters that should be taken care of immediately.

These five tips will equip any exhibitor to make the most of their next slow show, no matter how miserable it seems. If you happen to have additional resources at your disposal, that bonus tip is for you. Regardless, make sure that your company looks its best even when you think no one is watching so, maybe next time, the successful company others are learning from will be yours.

*In celebration of the first anniversary of When I Need Help,
you are invited to enjoy a 25% cost reduction on your first printing order.*

To receive this special pricing, you must:

- (1) Mention “CODE: WINH-1YR” when you submit your request AND*
- (2) Complete your order before December 15, 2010.*



*National Restaurant Show
– SlipGrips*



*BIO International
– Beckloff Associates*



*LegalTech NY
– Kiersted/Systems*