

EDUCATIONAL SERIES PILOT

POSITIONING BUSINESS FOR A FOURTH QUARTER RECOVERY

It is apparent during this difficult economic environment that employers are in need of assistance to boost employee morale and productivity. Adams Consulting Group, The Kennedy Factor and Program Sponsors, Princeton Regional Chamber of Commerce and Mercer Regional Chamber of Commerce are pleased to present an educational series to regain momentum and position your business for the economic turnaround next year. Workshop attendees can benefit from this integrated approach to strengthen your inside workforce while positioning your company outside in the marketplace.

For the next three months business leaders will have the opportunity to send managers, frontline employees, and business development staff to three unique workshops customized to suit the specific industries of Financial Services and Hospitality / Retail at a significant cost savings.

Chamber members and their employees are offered a special rate of \$79 per person for each workshop which includes food and beverage, networking, and the workshop (\$99 per person for non-members). **Our space is limited so sign-up today!**

Thursday, July 23, 2009
Employee Engagement during an Uneasy Economy

For: Supervisors & Managers
Presenter: Terry Adams, President, Adams Consulting Group

- Managers learn a variety of approaches to grab the attention of employees, engage them in productive tasks, and construct an environment where everyone is connected, committed, and know their contribution counts.
- These simple techniques enable managers to generate results through motivated employees.

Thursday, August 13, 2009
Work is Theater – Strive for an Award Winning Performance

For: Frontline Employees
Presenter: Eileen J. Kennedy, CEO, The Kennedy Factor

- Employees experience a paradigm shift that results in an improved client service mindset. Employees will see themselves as actors who perform on a stage, especially when interacting with clients / customers.
- Employees learn aspects of theater, how it applies to the workplace, and new client service best practices to increase their effectiveness on the job.

Thursday, August 27, 2009
Business Development Strategies that Work!

For: Business Development Staff
Presenters: Eileen J. Kennedy and Terry Adams

- Development Staff explore a client process that creates loyalty and a strong stream of referral business. Participants gain an assortment of techniques to capture new customers, engage the next generation, and attract prospects that get overlooked.
- These strategies accelerate growth and create a competitive advantage.

Location: The Conference Center at NJHA
760 Alexander Rd, Princeton, NJ

Morning Session: 8:30 – 11:30am, continental breakfast included

Recommended Industries: Hospitality, Hotels, Restaurants, Retail, others

Afternoon Session: 1:00 – 4:00pm, light lunch and snacks included

Recommended Industries: Financial Services, Banks, Insurance, others

GO TO THE PRINCETON REGIONAL CHAMBER OF COMMERCE WEB SITE TO SIGN-UP, WWW.PRINCETONCHAMBER.ORG/EVENTS.JSP , OR CALL 609-924-1776.

