



FORUM FOR FOUR™ DETAIL SHEET

What is a Forum for Four™?

A Marketing Matters Forum for Four™ is a small group session (maximum 4 people) held at Jordan & Jordan’s office on topics pertinent and specific to the needs of the participants. We have found that by sharing knowledge and experience on marketing topics in a small group setting, clients gain more insight into their own marketing and get immediate feedback from a mini focus group.

The Forum for Four™ is a unique method of learning about marketing strategies and developing marketing campaigns that gives attendees the time away from the office they need to focus on their marketing.

Attendees learn and work together in an intimate environment with ample opportunity to interact with the Forum leader and other Forum participants. In this setting, together, we will address and discuss your specific needs, questions, challenges and opportunities relating to the specific topic.

The most exciting part is that by the end of the session, each participant will have a defined marketing strategy and clear direction for immediate implementation on the topic discussed.

Who will benefit from participating in a Forum for Four™?

The Forum for Four™ format is ideal for a decision-maker... from small business owners, entrepreneurs and home-based hobbyists to sales executives and even marketing directors... who want to really direct their marketing efforts to further their marketing goals to the success of their respective businesses.

What topics are covered at in Forum for Four™ format?

Topics are added and updated frequently based on the needs/requests of participants. Currently, the following topics are available (though they may not yet be scheduled):

Topic	Next Sessions
Client Retention: <i>How to Market to Keep the Clients You Have</i>	<i>January 24, 2008</i>
Grass Roots Marketing: <i>How to Gain Visibility without Blowing Your Budget</i>	<i>February 7, 2008</i>
Email Marketing – Part I: <i>The Do’s and Don’ts of a Successful Email Campaign</i>	<i>February 14, 2008 March 20, 2008</i>
Email Marketing – Part II: <i>How to Track and Analyze Your Email Campaign</i>	<i>February 21, 2008 March 27, 2008</i>
Exhibit Marketing: <i>How to Prepare for, Execute at and Follow Through After Your Expo</i>	<i>February 28, 2008</i>
Marketing Materials: <i>How to Assess the Tools You Have, Determine What More (if anything) You Need and Use Them Effectively</i>	<i>April 3, 2008</i>

Have a specific need or request for a marketing topic? Please submit any and all suggestions to forumsforfour@jordanjordan.com.

When and where are the Forum for Four™ session held?

All sessions are held at the offices of Jordan & Jordan.

Each session lasts between 2 to 3 hours (depending on the topic) beginning at 9:00 AM.

Most Forums for Four™ are held on a Tuesday or Thursday morning.

Dates for the current topics are shown above.

Want a topic to be covered on a date not listed? Or would you like to see a switch in the current schedule? Feel free to email us your request! Our goal is to deliver the topics and interaction as the need arises to be of benefit to our participants in the timeframe they need.

How much do the Forum for Four™ sessions cost?

Currently all sessions are \$125. First time participants will receive a reduced cost of \$100. There also may be an early registration rate and date noted on the specific topic sheet.

Forum for Four™ vs. Marketing Plan

Yes! As you complete each Forum for Four™ session, you will be compiling and creating a marketing plan!

However, if you want to have a plan completed all at once, Jordan & Jordan does offer marketing plan development. This process has just three (3) phases:

Phase I – Strategy Session

A ½ day intense session where we discuss and determine marketing campaigns and strategies to be implemented over the course of one year

Phase II – Plan Development

This 4 – 6 week process is completed by the agency. Research, budgeting, scheduling,/calendar, purpose, target, goals, budgeting, etc. are completed, campaign details are written, compiled and cross referenced with calendar and budget and bound in a 3-ring easy-to-use tabbed binder

Phase III – Plan Review Session

Together in a 2-hour meeting, we review each of the campaigns in the plan and determine what is feasible (both in regards to time and investment) to implement in the year as well as which campaigns the agency will implement/manage vs. which part you, the client, will implement

Regularly-scheduled phone accountability calls are included as part of the plan to ensure that both the client and the agency are performing the implementation and if needed, to do concept development for campaigns.