

Expand Your Horizons



Marketing, Publications & Communications Series

Join us for this series of workshops, designed to address the many aspects of marketing, design and communicating with your public. Attend one or all.

*Five Workshops, Tuesdays, 9:30 am-12:30 pm
\$39 each or \$159 for all, 3 CEUs available per workshop*

November 17 **Building A Solid Foundation - Design 101**

Rules, tips and strategies of designing quality publications. A must for those who are new to publication design and a great refresher for everyone.

December 15 **What's Your Plan? - How to create a great publication**

Learn how to plan, organize and create publications and ad campaigns designed to market programs, create positive press for your district, and support referendum or consolidation votes.

January 12 **Showing Your Best Side - Informing your public while showcasing your programs**

Explore a variety of approaches to market programs and design documents.

February 23 **Does it Fit? - Choosing the right format**

Examine strategies for choosing and working with trifolds, bifolds, multifold, tabloid and odd size brochures.

March 23 **A Better Look - Creating effective documents**

Discover how to make documents more appealing and professional. Multiple publication makeovers will be shown and discussed.

Space is Limited so Sign Up Today!

Name _____ Organization _____

Address _____

Phone _____ Email _____

Full Series ___ \$145 Conference Special ___ \$159 (after November 1)

Single Workshops - \$39 each (Please check all that you wish to attend)

___ Nov 17 ___ Dec 15 ___ Jan 12 ___ Feb 23 ___ Mar 23

___ Non-MCEA Members (enclose an additional \$25 registration fee)



PRESENTED BY MCEA Professional Development

**Workshops held at Pike Lake Education Center,
2101 NW 14th Street, New Brighton**

Return registration form along with check or P.O. to

MCEA, 13750 Lake Blvd, Lindstrom, MN 55045 or fax to (651) 213-2094.

Questions? Call (651) 257-0752 or email jjohnson@chisagolakes.k12.mn.us.

Meet Our Trainer

Beth Holsen
of
IMAGINE DESIGN

Beth Holsen has won numerous state, national and international awards for her work; helped districts pass consolidation and referendum votes; and trained thousands of education professionals in design, communications and marketing. She was nominated for MinnSPRA's Outstanding Public Relations Professional Exemplary Service Award, and her company, Imagine Design was nominated for MCEA's Outstanding Organization Award. She works with school districts, cities, non-profits and small businesses to help them meet their design and marketing needs. Clients include LERN, NCEA, MCEA and MN Dept of Education.