



What Steps Have You Taken to *Nurture Your Business?*

Continual Growth Requires
Focused Attention and
Deliberate Action

Join us for a *Focus on Revenue Generation Fundamentals*

MARCH 1, 2018
9am - 4pm

NIU Hoffman Estates Conference Center

Featuring Joe Abraham
Author of *Entrepreneurial DNA*
and *Operating Partner of Lifezone 360*



SESSIONS INCLUDE:

Preparing Your Business For Growth

What are the key elements that have to be in place for a business to achieve sustained growth? Do you know at what stage your business is currently operating, and what it will take to move it to the next level?

Go-To-Market Strategy

A continual stream of new customers and the retention of your existing base are critical to the health of your business. How can you take your business from demand capture, to becoming a market leader that educates customers before they have the need, so they come to you when they're ready?

Lead Generation Fundamentals

Capturing new customers is no longer a source of stress if you have mastered the fundamentals and implemented consistent processes in your business to maintain flow. Whether your company is just getting started or is decades old, if you are unhappy with the inflow of customers, this session is for you.

Recruiting & Retaining Top Talent

Attracting the right talent is no easy task, and when you finally do assemble that winning team, what type of plan can you implement to ensure they stay with you? No matter what stage of business you're in, you have faced this challenge at some point and will again. Develop a strategy to avoid making the same mistakes that so many others have learned the hard way.

Register BEFORE February 16

\$145 - IGIA Members

\$195 - Non-Members

After February 16....\$180 - IGIA Members

\$230 - Non-Members

Location

Northern Illinois University
Hoffman Estates Conference Center
5555 Trillium Blvd
Hoffman Estates, IL 60192

Registration Form





IGIA Business Education Event Thursday, March 1, 2018

Revenue Generation Fundamentals with Joe Abraham

Event Agenda

8:15 - 8:50	Check-in at Conference Center
9:00 - 10:15	Session One - Preparing Your Business for Growth
10:30 - 11:30	Session Two - Go-To-Market Strategy
11:45 - 12:55	Lunch Onsite
1:00 - 2:00	Session Three - Lead Generation Fundamentals
2:30 - 3:30	Session Four - Recruiting & Retaining Top Talent
3:30 - 4:00	Wrap-Up and Book Signing with Joe Abraham

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Company _____

Name _____ Phone _____

Address _____ City _____ Zip _____

Email _____

Current IGIA Member: YES NO No, but interested in receiving information.

Payment Options:

Visa Mastercard Check enclosed (Make payable to Illinois Green Industry Association)

Card #: _____ Exp: Date: ____/____/____ Sec Code: _____

Signature: _____ Email Receipt YES NO

Completed forms should be emailed to info@illinoisgreen.net, faxed to 217.546.4703, or mailed to
Illinois Green Industry Association, 2900 Greenbriar Drive, Springfield, IL 62704

Please call the IGIA office at 217.546.4733 with any questions!