

**RAJ MANEK MENTORSHIP PROGRAM
SCHEDULE OF SEMINARS JANUARY 2015 TO JUNE 2015**

Note that all Seminars will be held between 7:00 pm and 9:30 pm

#	DATE	Location	PRESENTER	COMPANY	TOPIC	OUTLINE
1	January 14	Innovation Place - Vicogen Boardroom	TBD		Expand Your Reach	<ul style="list-style-type: none"> • Components of a communications strategy • How an organization can create campaigns that effectively reach their clients and other stakeholders. • The design of core messages • Selection of media channels • Development of processes that ensure ongoing consistency.
2	February 10	Innovation Place - Vicogen Boardroom	Brent Banda	Banda Marketing Group	Pricing and Developing Your Product	<ul style="list-style-type: none"> • Reflect the value you provide versus your competitors • Match what the market will truly pay for your offering • Support your brand • Enable you to reach your revenue and market share goals • Maximize your profits
3	March 10	Innovation Place - Vicogen Boardroom	Brent Banda	Banda Marketing Group	Guide in Creating a High Impact Brand	<ul style="list-style-type: none"> • What a brand really is • What customers really want from your brand • The core attributes every brand must have • The beginnings of creating a high impact brand for your business
4	April 13	Innovation Place - Vicogen Boardroom	James Kernaghan	Profit Source Sales Training Inc	Power Selling	<ul style="list-style-type: none"> • How to engage successful sales conversations • How to ask the right questions to reveal a customer's needs and desire and move them to action • How to Show and Sell based on the value in your offer • Techniques to overcome objections • Avoid common mistakes that even the best sellers make • How to "Close"

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5	May 6	Innovation Place - Vicogen Boardroom	Silvia Martini	Vice-President, Interlink Research Inc.	Positioning the Customer as a Central Theme in Competitive Success	<p>Customer perception is at the core of the market-share battle; hard won and easily lost in today's highly charged marketplace. Customers want and expect value for service, social corporate responsible behaviour, integrity, and a relationship that responds to a culture of NOW! Social media has changed the way customers research product, share experiences and define the brand experience.</p> <p>This seminar will address the changing landscape of customer service to one of customer strategy. It proactively identifies key stakeholders as customers, and places them as a central theme in organizational strategy. Interactive, this seminar shares and explores customer relations as a strategy, and addresses issues relevant to today's small to medium size businesses.</p>
6	TBD	Innovation Place - Vicogen Boardroom	TBD		Innovation Funding	

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