



Education Conference Snapshot

Some of the top seminars featured at The NBM Show

BY AMANDA MCGRORY



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WITH ALL THE LIVE product demonstrations, vendors and networking opportunities, attending *The NBM Show* is an invaluable business investment, but there's so much more than just a busy exhibit hall. In fact, *The NBM Show* offers a comprehensive four-day education conference, where you have the firsthand chance to meet leading industry experts, who are anxious to help you succeed.

The education conference presents more than 30 seminars, covering the sign making, digital printing, awards, engraving and apparel decorating industries. Take a look at some of the featured *NBM Show* seminars that will increase your industry knowledge and sharpen your business skills.

BUSINESS-ORIENTED SEMINARS

As the sign and digital graphics market climbs out of a down economy, one principle is clear: Your customer has changed, and adjusting your tactics is necessary for survival. But, with a fresh perspective, your business can endure this harsh economic climate.



Vince DiCecco, owner of Your PERSONAL Business TRAINER, is teaching "Seven Highly Effective, Low-Cost Marketing Habits That Get Your Business Noticed," "Ten Tried-and-True Sales Techniques to Close Sales in the New Economy" and "Price It Right—How to Maximize Your Margins and Make Your Prices Stick."

In these seminars, DiCecco explains how to battle the new attitude many of your clients have adopted since the recession. Budgets are tighter, and customers are making conservative buying decisions, but with DiCecco's seminars, you learn how to show clients you are a trustworthy business partner with fair prices while still catering to their cautious dispositions.

"My intention is to provide easy-to-apply tips and techniques for any business. It's focusing on what the customer wants in this economy and how to grow your business in this environment," DiCecco explains. "If you want to thrive, marketing, sales and pricing are three key areas to focus on going forward."

With more than 30 years of sales, marketing and training experience, DiCecco understands the challenges that businesses face every day. Sure, weathering this economy has been difficult, but with the right strategy, you can find success in even the toughest times.

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The NBM Show's education conference offers the chance to meet top industry leaders and learn valuable business tips and production skills.

RUNNING A SUCCESSFUL SIGN BUSINESS

No one ever said managing a sign shop is easy, especially considering today's obstacles. Between maintaining profitability and overseeing employees, there is plenty to handle.

Industry veteran Rick Williams, owner of Rick's Sign Company and Oilfield Signs of Texas, is more than willing to address the real issues that you confront each day in his seminar "Commercial Sign Shop



Excellence: Managing Your Sign Shop Without Calling 911." Maximizing productivity and profitability, minimizing mistakes, improving customer relationships, encouraging employee motivation, reviewing shop safety and dealing with subcontractors—all of these critical matters are covered.

"I'm going to address the key issues in sign shop management that will make companies run more efficiently and profitably. After owning a sign shop for over 35 years, I'll be leaning on that experience to deal with the problems we all face," Williams says.

Williams is also hosting "A Seat at the Table with Rick Williams—The Q&A for Intermediate to Experienced Commercial Sign Shop Owners and Managers." In this roundtable discussion, Williams shares his insights and answers all of your questions in an intimate yet informal setting.

GROW PROFIT AND OFFER NEW PRODUCTS

In today's aggressive market, it may seem as if every client bid ends in a price war, forcing you to offer unprofitable rates; however, even with increasing competition, the days of lucrative earnings are not long gone.



Dave Shaw, owner of Graphics by Shaw, helps you offer an expanded product line, maximize profit potential and negotiate pricing with clients in his

seminar "Vinyl Signs Still Make High Margins: 10 Secrets."

"A lot of people don't really know how to set their pricing to achieve a profit margin and don't look at what they're capable of producing," Shaw says. "These seminars will tell you how much money it takes to run your business and how to keep the doors open."

Shaw, who has 30 years of sign making experience, is also teaching "Indoor Signage You May Be Passing Up." In this seminar, you learn the types of available interior signage and how to target a client base for an enhanced bottom line.

Individual seminars may be purchased for \$75, or for the ultimate business investment, choose the unlimited seminar package.

Over the last 25 years, Shaw says the signage industry has drastically changed, as sign making techniques continue to evolve and new clients emerge, but *The NBM Show's* education conference is the perfect way to stay in touch with what's happening in the industry.

"Whether you've been in the business for two years or 20 years, you need to stay informed because there's always something new, and instead of reinventing the wheel, you need to have someone show you what they're doing that works," Shaw explains.

WRAP DESIGN AND SHOP EFFICIENCY

Each year vehicle wraps continue to gain popularity, but this application doesn't take your average design and skill sets. In fact, vehicle wraps require a certain understanding of what makes a successful layout, and communicating those principles to your client is essential.

Troy Downey, owner of APEWraps.com, uses his years of vehicle restyling and wrap experience to teach a two-part seminar series, featuring "Wraps:



Personalized Gifts Your Clients Will Love" and "Wraps: Maximizing Your Time and Minimizing Losses."

In the first seminar, Downey explores how to create designs that are personal yet effective. Remember, a wrap's primary job is to produce the desired marketing results for your client, and, ultimately, that comes down to communication.

"Sometimes there's a lack of communication, but this class will teach you how to harness your clients' thoughts," Downey says.

Additionally, he reviews a client's understanding of the vehicle wrap world.

Downey's second seminar focuses on shop efficiencies, including material consumption, design time, installers' abilities, invoicing tips, warranties and disclosure statements. With this seminar, you learn to run your shop more productively for an improved business model.

EDUCATION CONFERENCE OFFERS UNLIMITED SEMINAR PACKAGE

Individual seminars may be purchased for \$75, or for the ultimate business investment, choose the unlimited seminar package. When you register for the unlimited seminar package, an early bird special, which includes complete access to all seminars and a two-night hotel stay, is available for the low price of \$299. Please visit www.nbmsshows.com today to view a complete seminar lineup and early bird deadlines for each city.

The NBM Show hits four visitor friendly cities this year: Fort Worth, Texas, May 6-8; Indianapolis, June 3-5; Long Beach, Calif., Aug. 12-14; and Charlotte, N.C., Nov. 4-6, but get there early because the education conference opens one day earlier than the exhibit hall. **SDG**