

Come with ideas, leave with results.

At **voilà** you will explore new marketing concepts and ideas, solidify your brand strategy and build a new collateral system.

join us for voilà



transform your brand

July 23, 2013
Boston, MA

Imagine an educational opportunity resulting in **meaningful deliverables** for your retirement plan practice. An event where you learn marketing concepts and ideas to immediately apply in your business. A day-long session that transforms your marketing by creating a **tangible and easy-to-implement** plan combined with new collateral created alongside some of the best writers and designers in the retirement plan arena.

Come with a vision, leave with a plan.

- Learn what makes a good brand better and how design can transform your image
- Build your marketing plan and your collateral system
- Discover new ways to use social media to prospect
- Leave energized with lessons learned from your retirement plan colleagues

voilà: transform your brand

Important Information

Day-long session:

Tuesday, July 23, 2013 | 8:00 a.m. to 4:15 p.m.

MFS | 111 Huntington Avenue | Boston, MA 02199

Working with professional writers and designers, each advisor will receive:

- Professionally written and designed, fully tailored collateral materials including
 - Full-color brochure (4 pages; 11 x 17"; print-ready files)
 - Customized personal and team bio/introduction sheets
 - Branded PowerPoint template

Cost: \$1,500

Registration: Please confirm your desire to participate through your sponsor connection.

voilà is presented by Ann Schleck & Co. and ShoeFitts Marketing; sponsored by:

