



## Elm Street Economics

### *The Live Event*

The purpose of **Elm Street Economics** is to help local advertisers focus on how to connect with the consumers who live on Elm Street – a street that can be found in every American city. It is easy to become preoccupied with the ups and downs of Wall Street, the confusing messages coming from Pennsylvania Avenue and the chaos of store closings and negative reports from Main Street.

Instead of becoming consumed with all of this, advertisers need to think about how this recession is affecting the consumers they serve and how it has altered their thinking. It is important to accept that the way people consume has changed, and will continue to change. We don't know which of these changes will be permanent and which will be temporary, but we can safely assume that a company's survival and prosperity will depend on how well they understand and adjust to those changes.

The media company that steps forward to help local advertisers focus on appealing to Elm Street consumers will gain credibility and revenue in 2009!

CSS is prepared to help you become that company. We have an "auditorium" style program ready to come to your market.

#### **The Needs We Are Addressing:**

- ✓ Local business owners and managers are wondering every day how they will keep their doors open and remain viable during this recession. They want help.
- ✓ You need to generate more new business from customers you don't deal with right now given the weakness in your traditional categories.
- ✓ Salespeople need qualified appointments with willing prospects.

*Elm Street Economics can ring all those bells!*



### **The Event Itself:**

- ✓ Auditorium style
- ✓ 150 participants max
- ✓ 8:30 – Noon
- ✓ Continental breakfast
- ✓ By invitation only
- ✓ Cost to participants \$99 - \$149 each. That's your decision.

### **Headline Agenda:**

- ✓ Introduction to Elm Street Economics
  - What brought the economy to this point.
  - What consumers are going through.
  - How consumers are reacting, changing habits, etc.
  - Summary about getting “back to the basics” (consumers & companies).
- ✓ Interactive exercises to illustrate the importance of looking at things from the consumer's point of view.
- ✓ Presentation about the Marketing Strategy Model focusing primarily on steps 1 and 2 (this segment is designed to create a thirst for follow up after the event).
- ✓ Application pages.
- ✓ Host presentation of capabilities and assets.
- ✓ Invitation for follow up meeting.

**Finding the prospects for this program:** We think you should invite 1,000 prospects! We have several suggestions that will help you get this done. If you decide to run this program, we'll send you our thoughts on the best way to proceed.

**Positioning:** This should be promoted as a special program from The Center for Sales Strategy, a leading marketing and media consulting firm with over 25 years of experience with domestic and international clients. The material was developed by CSS' VP of Communication, Mike Anderson, who is on the board with the Association for Consumer Trends (formerly CTFI).

**The Goal:** For you to fill up the room with prospects.

- ✓ Get 75 follow up appointments
- ✓ Convert half of them to customers