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Industry Sector	Session Title (s) (click on link to see session details or outline)
<b>All Sectors</b>	The "WOW" CAT (Consultation And Training) We come into your organization and analyze all aspects of your Marketing. We then offer consultation on how to improve your Marketing and Communications and we provide the necessary training for your staff to move in a forward direction. <a href="#">Details</a>
<b>Everyone</b>	The "WOWpreneur program" is designed for busy professionals who know they want to eventually start a business, but don't have the time to figure out how to get started, or attend all the workshops available. We take the time issue right away by coming to your location, based on your schedule, and our five meeting program allows you to take your idea to reality in less than three months. <a href="#">Details</a>
<b>The "Business" Series</b>	<p><b>A WOW Audio Book is complimentary to these sessions, it is called <a href="#">"The 4 HOUR Marketer"</a></b></p> <ul style="list-style-type: none"> <li>• <a href="#">Crash Course in Marketing during Economic Turbulence</a> <ul style="list-style-type: none"> <li>○ <b>Note: Comes with an accompanying <a href="#">Audio CD</a></b></li> </ul> </li> <li>• <a href="#">Hey WOW - Toss me a LIFE PRESERVER</a> <ul style="list-style-type: none"> <li>○ <b>Note: Comes with an accompanying <a href="#">Audio CD</a></b></li> </ul> </li> <li>• <a href="#">Marketing Navigation</a> <ul style="list-style-type: none"> <li>○ <b>Note: Comes with an accompanying <a href="#">Audio CD</a></b></li> </ul> </li> <li>• <a href="#">Marketing</a> (various sessions from novice to expert) <ul style="list-style-type: none"> <li>○ <b>Note: Can be enhanced for the audience with a detailed <a href="#">Audio CD</a> (see above)</b></li> </ul> </li> <li>• <a href="#">Professional Sales</a> <ul style="list-style-type: none"> <li>○ <b>Note: Comes with an accompanying <a href="#">Audio CD</a></b></li> </ul> </li> <li>• <a href="#">Boot camp Sales for the "Anti-Salesperson"</a> <ul style="list-style-type: none"> <li>○ <b>Note: Can be enhanced for the audience with a detailed <a href="#">Audio CD</a> (see above)</b></li> </ul> </li> <li>• <a href="#">Branding or Re-Branding</a> <ul style="list-style-type: none"> <li>○ <b>Note: Comes with an accompanying <a href="#">Audio CD</a></b></li> </ul> </li> <li>• <a href="#">Business Etiquette</a> <ul style="list-style-type: none"> <li>○ <b>Note: Comes with an accompanying <a href="#">Audio CD</a></b></li> </ul> </li> <li>• <a href="#">Blah Blah, my eyes are glazing over - Networking</a> <ul style="list-style-type: none"> <li>○ <b>Note: Comes with an accompanying <a href="#">Audio CD</a></b></li> </ul> </li> <li>• <a href="#">The Art of Professionalism - Business Etiquette</a> <ul style="list-style-type: none"> <li>○ <b>Note: Comes with an accompanying <a href="#">Audio CD</a></b></li> </ul> </li> <li>• <a href="#">Dealing with...</a> "Challenging, Difficult, Grumpy, Frustrated, Unhappy, Stressed-out" People! <ul style="list-style-type: none"> <li>○ <b>Note: Comes with an accompanying <a href="#">Audio CD</a></b></li> </ul> </li> <li>• <a href="#">Taking the "Ya, but" out of Customer Service</a> <ul style="list-style-type: none"> <li>○ <b>Note: Comes with an accompanying <a href="#">Audio CD</a></b></li> </ul> </li> <li>• <a href="#">People are talking - Image &amp; Courtesy Count</a></li> <li>• <a href="#">Public Speaking made easy... well okay less scary</a></li> </ul>
<b>The "E" Series</b>	<b>A WOW Audio Book is a compliment to these sessions, it is</b>

**Entrepreneurial**

called **"The 5 HOUR Entrepreneur"**

- 20 Tips to do before you quit your day job
  - **Note: Comes with an accompanying Audio CD**
- Crash Course in Marketing during Economic Turbulence
  - **Note: Comes with an accompanying Audio CD**
- Sink or Swim ... your Brand will decide
  - **Note: Comes with an accompanying Audio CD**
- Anchors Away, Sales for the Terrified
  - **Note: Comes with an accompanying Audio CD**
- Plotting your Marketing
  - **Note: Comes with an accompanying Audio CD**
- Marketing (various sessions)
  - **Note: Can be enhanced for the audience with a detailed Audio CD (see above)**
- Networking for Start-up Entrepreneurs
  - **Note: Comes with an accompanying Audio CD**
- Dealing with... "Challenging, Difficult, Grumpy, Frustrated, Unhappy, Stressed-out" People!
  - **Note: Comes with an accompanying Audio CD**
- Advertising - which media to use
  - **Note: Advertising is addressed in our Marketing Audio CD**
- Steering through your competitors with Exceptional Customer Service
  - **Note: Comes with an accompanying Audio CD**
- Someone's always watching - Business Etiquette
  - **Note: Comes with an accompanying Audio CD**
- What's your image saying about you?
  - **Note: Image is addressed in our Business Etiquette Audio CD**
- Toss me a Marketing Life Preserver

**Need motivation to become an Entrepreneur? [Click here](#)**

**Tourism**

- The "WOW" CAT, as well as all our "Consulting" sessions can be adapted to the Tourism sector for property owners and managers.
- For staff we offer the following training sessions:
  - Bicycle Paths - money making ventures? YES!
  - Cycle Tourism
  - Community Branding
  - Tourism Basics
  - Housekeeping / Room Attendant
  - Food and Beverage Server
  - Front Desk Agent

**Also see our touring and travel company [WOWTours.com](http://www.wowtours.com)  
Or our Travel Blog: <http://www.wowtours.com/blog>**

<p><b>Media</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">The good...bad... and ugly of Ad Design.</a></li> <li>• <a href="#">No means NO ... does it?</a></li> <li>• <a href="#">A day in the life of a media sales person.</a></li> <li>• <a href="#">Knowing your other media competitors.</a></li> <li>• <a href="#">Where's the Faux Pas? What's your etiquette saying about you?</a></li> <li>• <a href="#">Oh... my... misunderstood you?</a></li> </ul> <p><a href="#">Testimonial from Media Conference &amp; WOW Media Credentials</a></p>
<p><b>The "Development" Series</b></p> <p><b>For Not-for-Profits</b></p>	<ul style="list-style-type: none"> <li>• <a href="#">The "WOW" CAT for Non Profit Organizations</a></li> <li>• <a href="#">Basic Fundraising - The Fundraising Circle</a></li> <li>• <a href="#">Boards duties &amp; Responsibilities</a></li> <li>• <a href="#">Volunteer Management</a></li> <li>• <a href="#">Capital Campaigns &amp; Feasibility Studies</a></li> <li>• <a href="#">Special Event Fundraising</a></li> <li>• <a href="#">Crisis Management/ public Relations / When the media calls...</a></li> </ul>
<p><b>Conference</b></p>	<ul style="list-style-type: none"> <li>• All topics above can be put into conference formats. <a href="#">See Bureau &amp; Event Planner section.</a></li> </ul>
<p><b>The "Mouthpiece" Series</b></p> <p><b>Keynote Speeches</b></p>	<ul style="list-style-type: none"> <li>• We are comfortable in creating <a href="#">Keynote</a> speeches based on any of the topics above or in Marketing and Entrepreneurial motivational topics. We offer three primary Keynotes:             <ul style="list-style-type: none"> <li>○ The Challenge of Change</li> <li>○ Yes you can</li> <li>○ Be a sidecar cyclist</li> </ul> </li> </ul> <p>See our <a href="#">Motivational Video</a> on becoming an Entrepreneur (this is on YouTube)</p>

***WOW Communications Corp.***  
***Specialists in understanding Consumer Behaviour***

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