



Sharpen Your Packaging Skills!

Join Members of VisitRochester for a Packaging Palooza!

Wednesday, June 18th
Woodcliff Hotel & Spa
9:30am- 12:30pm
\$25.00 per person

Caylin Sanders President of EscapeMaker.com, an online local travel guide that averages 5000-6000 unique users per day, will lead you through a packaging workshop and get your creative juices flowing!

Attendees will leave with at least 3 viable packages, immediate action steps, plenty of new contacts and ideas to promote their location, service or product! Your package(s) can even be added to VisitRochester.com before you leave the workshop!

Topics include:

- ✓ New Trends in Packaging
- ✓ Packaging Basics
- ✓ "Speed Dating" and Networking
- ✓ E-Marketing Your Package and Co-op Programs
- ✓ Upselling and Perceived Value
- ✓ Capitalizing on Your Target Market's Needs

Space is limited- Sign-up today!

Registration forms must be returned by June 13th

Fax: 585/232-4822

45 East Avenue, Suite 400, Rochester, NY 14604, Attn: Hospitality U Session
Questions?- Contact Sonia Asencio 582/279-8309 SoniaA@VisitRochester.com

Date- Wednesday, June 18, 2008

Time- 9:00am- Continental breakfast
9:30am- 12:30pm- Workshop

Location- Woodcliff Hotel & Spa

Cost- \$25.00 per person

Business Name- _____

Name & Title of attendee(s)- _____

Payment Method

Check- payable to Greater Rochester Visitors Association

Credit Card

Name on card- _____

Card Number- _____

Exp. Date- _____