



"Educate - Innovate - Motivate"

WHAT'S NEXT AT THE CKIC

August 5th, 2008

August 5th: David Murdocca - Successful Product Launches with Visual Marketing

Links to More Info:

JOIN US AT THE CENTRAL KENTUCKY INVENTORS COUNCIL
TUESDAY, AUGUST 5th at 6:30p.m.:

More about the CKIC!
www.ckic.org

Ever wonder what it takes to "level the playing field" and make a successful launch of your invention at that important trade show? Then you won't want to miss hearing from David Murdocca, President of Skyline Exhibits Kentucky. You'll learn about important tradeshow and visual marketing techniques such as:

How to Become a Member
www.ckic.org/howtojoin.html

3 Simple, yet Critical Steps to Branding Your Invention

- o Naming Your Invention
- o Developing Your Logo
- o Creating a Memorable Positioning Statement



Planning for Tradeshow Success (Beyond Winning Exhibit Design)

- o Setting Measurable Goals
- o Training Exhibit Staffers
- o Managing Leads
- o Measuring Results



Links to Inventors Resources
www.ckic.org/links.html



Bringing Your Product to the People

- o Selecting Tradeshows and Visual Marketing Opportunities
- o Creating Your Message with Your Audience in Mind
- o Experiential Marketing vs. "Show and Tell"



David Murdocca has an extensive experience portfolio that includes:

- A background in Design and Marketing from James Madison University
- Sales Background in Print Advertising, Promotional Materials and Traveling Exhibits
- Developed Successful Product Launches at Trade Shows for Hundreds of Clients in Numerous Industries
- Currently President of Skyline Exhibits Kentucky

When: Tuesday, August 5th

Where: Bluegrass Area Development Center,
699 Perimeter Drive, Lexington KY

Time: Doors open for Networking at 6:30pm,
Meeting Begins at 7:00pm

*Do you have a great idea for an invention?
Find out what you can do!*

Experience the Valuable Instruction, Motivation and Power of Connections at the CKIC !

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CKIC Officers:
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