

Meritrust presents the Spring 2016 ...

BUSINESS BOOSTER Series

TIME: 12:30 – 3:30 p.m. on Fridays

LOCATION: Devlin Hall, WSU main campus

COST: \$50 each (\$5 WSU students/\$10 WSU faculty & staff)

Fast-acting dose of practical know-how.

FEB 26 • How to Build a Website Google LOVES

Presenter: Matthew Rupp

➤ This workshop will explore how to find that balance between what your customers and Google are looking for and how to present that in a way that helps grow your business.

MAR 4 • Leadership: You Were Never Called To Be Normal

Presenter: Warren Martin

➤ How uniqueness, individuality and integrity enable you to maximize your leadership potential.

MAR 11 • What Does a Great Marketing Budget Look Like

Presenter: Julie Martin

➤ In the past 10 years, marketing budgets have completely inverted: Now, digital marketing usually takes the top spot. During this session, we'll build a sample budget, examine the most effective digital and traditional channels, and discuss effective marketing and advertising messaging.

MAR 25 • Managing the Aging Workforce

Presenter: Dr. Masud Chand

➤ Issues related to aging that Kansas companies are dealing with while learning from companies dealing with aging globally.

APR 1 • Export as a Growth Strategy

Presenter: Karyn Page

➤ We can't get richer if we just keep chasing the same dollar. Find out how exports are the best opportunity to bring new dollars into the picture.

APR 8 • How to Dominate Google for Your Industry

Presenter: Matthew Rupp

➤ Ranking #1 on Google in your industry isn't rocket science or magic. Come learn the truth about improving rankings, increasing your website traffic and building your brand online.

APR 15 • SBIR Road Trip Tour Prep

Presenter: Sherry Gegen

➤ Bring your "A" game to the June 30th SBIR Road Tour and be prepared to meet with Federal Agency Representatives! Attend this workshop to assist you in searching for SBIR topics and find out how to best highlight your innovations/inventions for the one-on-one meeting with agency representatives.



WICHITA STATE
UNIVERSITY
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