



**Business and Industry Services &
Washington/Beaufort County
Chamber of Commerce**

PRESENT

MARKETING, PUBLIC RELATIONS & ADVERTISING DEMYSTIFIED

WITH

Christina Motley

HER SUCCESSFUL IMPLEMENTATION OF INTEGRATED MARKETING STRATEGIES HAS RESULTED IN HER SERVICING MULTIPLE CLIENTS IN A VARIETY OF INDUSTRIES SINCE 1992. AS A POPULAR KEYNOTE SPEAKER, SHE SUCCESSFULLY ENGAGES HER AUDIENCE ON A VARIETY OF TOPICS. HER BOOKS *LEADERSHIP PHILOSOPHIES FROM UNSUNG LEADERS* AND *ROANOKE FIRE AND RESCUE: REFLECTIONS OF 150 YEAR HISTORY* ARE AVAILABLE.

THESE TERMS ARE OFTEN CONFUSED, EVEN BY SOME IN THE INDUSTRY. WE SET THE RECORD STRAIGHT SO YOU KNOW WHAT'S WHAT AND PROVIDE BEST PRACTICES SO YOU WALK AWAY WITH A LIST OF SIMPLE INITIATIVES YOU CAN IMPLEMENT FOR GREATER BUSINESS RESULTS.

CEO of Christina Motley, LLC, Christina is a veteran, integrated Chief Marketing Officer(CMO)-on-Demand with 300+ creative, marketing, business, leadership and civic awards. She is a published author, dynamic speaker and member of the National Speakers Association, corporate trainer, serial entrepreneur, and according to her Columbia University daughter, "World's Best Mom."

**TUESDAY, NOVEMBER 4TH, 2014
3:00 PM – 5:00 PM
BCCC, BUILDING 8, ROOM 828**

FREE to attend!

To pre-register call
940-6375 or email
EvaP@beaufortccc.edu.

Call 252-940-6375 to pre-register.



BEAUFORT COUNTY COMMUNITY COLLEGE

www.beaufortccc.edu

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