

An additional Free Seminar in conjunction with How to do Business with the GPO.

Attention Federal Agency Publishers

Break through the **content clutter** of the information marketplace. **Marketing Agency Content 101**

Specific and practical information on how to target your audience and get publications noticed.

This dynamic new symposium will give you the information you need to:

- **Increase public awareness** of your agency's mission and goals
- Disseminate your content through **expanded distribution and sales**
- Enhance your content to make it more appealing to **your target audience**
- **Spotlight your content** for academic, retail, and wholesale buyers
- **Protect your content** from unauthorized use

RSVP Today!

For the **Marketing Agency Content 101** seminar, contact **Maureen Whelan**, mwhelan@gpo.gov

For the **How to do Business with the GPO** seminar, contact **Casey Radican**, kclarke@gpo.gov

Both seminars will be held at:

John F. Kennedy Federal Building
15 Sudbury Street
Conference Room E-275C
Boston, MA 02203

Marketing 101 Content Seminar

Wednesday, November 18, 2009
1 pm - 4 pm

How to do Business with the GPO

Thursday, November 19, 2009
9am – 1pm Seminar
1pm – 2pm Lunch (on your own)
2pm – 4pm SPA Certified Training*

*You must register for this class, this class will have certification for all those that attend.