

A DIFFERENT KIND OF MARKETING

Explore new tools to increase access
to Federal Publications with



MARKETING AGENCY CONTENT 201

- Broaden dissemination of your content through expanded distribution of traditional and e-sales channels
- Market your publications as e-Books
- Increase public awareness of your agency content and its mission through Social Media and Web 2.0 initiatives
- Develop Open Government initiatives to outreach to the public

GPO Publication & Information Sales is proud to announce this year's **FREE** educational symposium to Federal agency publishers.

Marketing Agency Content 201 will encourage agency collaboration to get your publications noticed by the public through online outreach and e-commerce platforms.

The **Marketing Agency Content 201** Symposium will be held on Wednesday, September 22 from 10am - Noon eastern time at:

U.S. GOVERNMENT PRINTING OFFICE
732 North Capitol Street, N.W.
Washington, DC 20401

Sign up today by emailing Maureen Whelan at mwhelan@gpo.gov;
R.S.V.P. Deadline: **September 15, 2010**