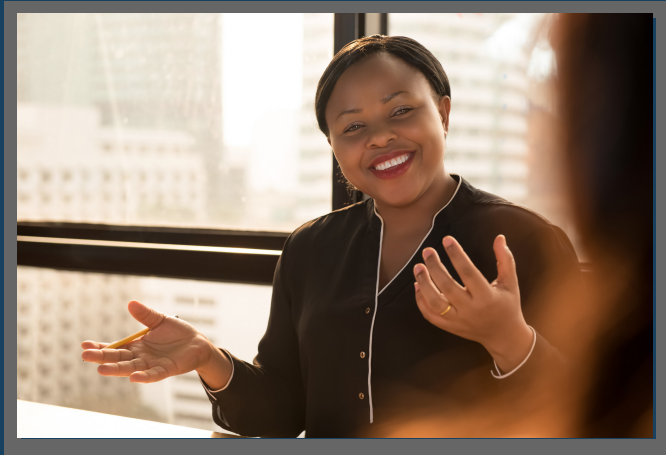


Applied Marketing Workshop: Creating Your Pitch



Subject Matter
Expert:

Michele Levy, Brand
Strategy Consulting

DOES YOUR TEAM FIND IT CHALLENGING TO DESCRIBE THEIR WORK FOR MARKETING AND FUNDRAISING PURPOSES?

In this practical, hands-on marketing workshop, brand strategy expert Michele Levy will train your team to create clear, concise, compelling messaging for their programs or projects. By the end of the session, participants will be able to:

- Name the four characteristics of effective messaging
- Formulate an elevator pitch for a program or project
- Identify and explain 4 – 6 supporting points
- Write target audience messaging

Need more support?

For those teams seeking more support, and/or who wish to dig deeper into the topic, Michele can provide additional coaching for individuals and/or small teams. The coaching can help your staff continue to build their branding and communications skills, refine the message hierarchies developed during the workshop, or finalize a marketing communications plan for their program or project. Coaching format is flexible and will be scoped to meet the needs of your team.

QUESTIONS? CONTACT TRAININGMANAGER@NEPHTC.ORG