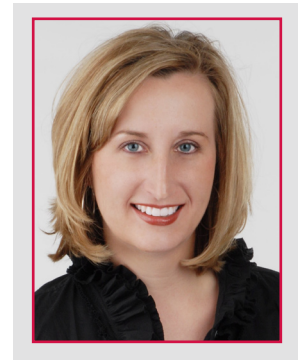


# [ Seminars & Training ]

Sabrina S. McLaughlin, APR



## MARKETING FOR SMALL BUSINESS:

### “Confessions of Someone Who Colors Outside of the Lines”

This seminar discusses the theory and application of creativity. It can be especially helpful if you work with a lot of other people who are not creative. It is based on several books and lecturers that really changed the way I thought about the subject of creativity. I provide a variety of exercises on unleashing your creative ability with wild childlike abandon.

### “Marketing on a Dime”

This is a really great seminar for small businesses and can be an excellent partnership with a local Chamber. However, this can also be done as a one-on-one training session. I explain tips & tricks for getting around the small business owner’s “non-existent” marketing budget. I review media-buying, basic elements of a production, how to work effectively with an agency and selecting the right outlets for your industry.

## PUBLIC RELATIONS:

### “Everything I Know About PR I Learned In Kindergarten”

This seminar examines the 4-Step PR process and why each step, particularly research, is so vital to a successful public relations program. I look primarily at the steps that should be taken in putting together a functional PR program and how sometimes it’s the small things that make the biggest impact. This seminar can be in done in a large group or as one-on-one training.

### “You Can Handle the Truth: How Marketing Research Can Save Your Business”

This seminar explores the proper use of and techniques for conducting a successful focus groups. The short version of this program covers basic elements of planning and carrying out a focus group session. The extended version covers how to successfully moderate a group as well as recruit participants.

### “Use R.O.P.E. To Climb to the Top”

This workshop is designed to dissect the 4-Step Public Relations process commonly referred to as R.O.P.E. (Research, Objectives, Programming and Evaluation). Together we define public relations, the process and various examples that practitioners in both small and large markets can utilize.

### “Word of Mouse”

Social media has changed the landscape of public relations in a significant way. It’s no longer who you know and its not really even about who knows you - it’s about who’s following you on Twitter, who your friends are on Facebook and whether or not you are LinkedIn. This seminar provides tips and techniques on integrating social media into your marketing endeavours in an effective and seamless way.



Sabrina McLaughlin, APR

850.712.0528 (phone)

850.201.6772 (fax)

sabrina@InsightfulConcepts.com

[www.InsightfulConcepts.com](http://www.InsightfulConcepts.com)



Haven't found what you are looking for yet?  
For more seminars and workshops check out page 2!

# [ Seminars & Training, cont. ]

## DESIGN:

### **“Designing & Delivering Effective PowerPoint® Presentations”**

This seminar can be two 30 minute sessions or one 45 minute to 1 hour session. I give design and presentation delivery tips in laymen terms, while showing you how to master certain elements of PowerPoint®. This presentation also includes several handouts and activities for the audience to take back to the office.

### **“We Don’t Do Ugly & Neither Should You: 10 Ways to Rock Out Your Design”**

At Insight we pride ourselves on making everything we do look fabulous. This seminar features basic design techniques that even the novice can use. Even if you don’t design advertising or marketing collateral yourself this is an excellent presentation that will teach you how to “walk the walk and talk the talk.”

## LEADERSHIP:

### **“Overcoming the Left Brain, Right Brain Disconnect”**

This seminar is based on my experience as a right-brained person working in an office with nothing but left brained “accounting-types.” It also looks at the differences between men and women in the work place and at home.

### **“Getting From Good To Great”**

This seminar is based loosely on what I learned from Jim Collins’ best selling book, and his theory of why some organizations can make the leap from just being good to being great. This seminar can work for an organization’s board retreat, an educational meeting or it can be delivered as a one-on-one training session.

### **“Ever Feel Like You Heard Cats?”**

This seminar is a comical, yet thought provoking, look at how to efficiently manage a non-profit or for-profit board of directors. I concentrate on practical tips on how to effectively manage committees and projects. This seminar can be delivered in anywhere from 45 minutes to 4 hours. This seminar (integrated with specifics on running your organization) is perfect for a board retreat.

## ABOUT THE SPEAKER:

**Sabrina McLaughlin, APR** is the Director of Decisions of Insight Marketing Communications, Inc., a full service integrated marketing communications firm serving a wide variety of clients. She is a 13 year veteran of the marketing industry and has received numerous awards for her public relations program development, copy writing and creative direction skills from the American Advertising Federation, the Southern Public Relations Federation and the Florida Public Relations Association among others. In fact, she was previously named to Florida Trend magazine’s prestigious Young Guns list and received the honor of representing the state of Florida as the Professional Achievement nominee by the Southern Public Relations Federation for three consecutive years. Recently Sabrina was recognized as one of 2009’s Top Business Women by Emerald Ladies Journal. In addition to working with clients at Insight she teaches for the Communication Arts department at the University of West Florida.



**Sabrina McLaughlin, APR**

850.712.0528 (phone)

850.201.6772 (fax)

sabrina@InsightfulConcepts.com

[www.InsightfulConcepts.com](http://www.InsightfulConcepts.com)

