



Canadian Society for Marketing  
Professional Services

Connecting People.  
Sharing Resources.

## Register Today!

**Title:**

What's your Value Proposition?

**Date:**

Wednesday, Nov. 20, 2013

**Time:**

7:30 am - Registration / Breakfast  
8:00 am to 9:00 am Session

**Location:**

Four Seasons Hotel  
791 W. Georgia St, Vancouver

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### Rates

\$70.00 - **Members**

\$85.00 - **Non-Members**

\*\* Preregistration required \*\*



This seminar is eligible for 1.5 AIBC Non-Core Learning Units

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SAVE THE DATE

## What's Your Value Proposition?

Everyone in business *should* be able to answer the question "What's your value proposition?"

A value proposition is an essential tool. It forces you to look both internally and externally in crafting a statement that is actionable by you and your firm, while being credible and compelling to your target audience.

In this session we will examine how professional service providers describe what they do, so that the value is highlighted and people want to know more.

Attend this seminar and learn how to create an effective value proposition that helps you:

- deliver a killer elevator speech
- increase business
- improve client conversations
- differentiate your services in your marketing materials and proposals

Presenter Robert Murray is a value proposition evangelist, passionate storyteller and leadership mentor who has helped companies like Vodafone and Telus at all stages of business development. Robert is an international keynote speaker, an award-winning business-developer and an author with more than twenty years of Senior Executive Business experience in Marketing, Sales, Operations, Business Development and General Management in over 20 countries.



About Robert Murray

## Peer Group 2013-2014

October 30, 2013  
November 27, 2013  
January 29, 2014  
February 26, 2014  
March 26, 2014  
April 30, 2014  
May 28, 2014

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Robert Murray serves as Chairman of the GrowthPoint Group. He possesses a unique ability to bring organizations together and to focus on developing and implementing business-changing strategies. He brings a proven track record of senior level strategic direction and implementation. From business start-ups to annual revenues of \$1 billion+, Robert consistently delivers hands-on leadership support to ensure clients achieve their revenue objectives. Robert serves as an Associate Professor at the Sauder School of Business in Vancouver, at BCIT and at the Canadian – Romanian School of Business in Bucharest.

## GET INVOLVED!

Have Ideas to Share?  
Talk to us! CSMPS Board:

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Due to the financial commitments CSMPS must incur to provide our members with quality programming, cancellations are accepted until 3 business days prior to the event. No-shows and cancellations after this deadline will not be refunded. Thank you for your understanding and respect for this policy.

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