

Live Aviation Marketing Briefings  
3<sup>rd</sup> Wednesday of each month  
1:00 Mountain Time

# Executive Brief

## 2015 Event Schedule

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

Facilitators: John & Paula Williams  
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Office Hours (Gold Members)  
Wednesdays 2:00 -3:00 Mountain Time

### Overview

ABCI understand that the more our clients and members know about marketing, the better results they will achieve. We also understand how busy you are!

### Goals

We cover one topic in depth each month. As you make relevant improvements to your marketing system, you will see continuous improvement.

- You may feel that some topics apply more than others, but you will find that each topic will have several ideas that you can profitably implement if you keep an open mind and think creatively. (The best ideas are often unexpected!)
- Consistent effort is more important than complete mastery of any given topic. Execution is more important than perfection.

### Using the Executive Brief in Your Business

Attend live events when you can. You'll be able to listen and ask questions of our speakers in real time.



Whether or not you're not able to attend the live Executive Brief session, you will receive recordings and transcripts and can use the ideas to improve your own sales and marketing system.

Use the monthly Executive Brief topic to plan improvements to your sales and marketing program!

### Materials:

**Bronze Level Members** –Online access only at [ABCII.Customerhub.net](http://ABCII.Customerhub.net)  
Login using your credentials.

**Silver Level Members** – You will receive hard copy materials and DVDs by postal mail in addition to online access to materials.

**Gold Level Members** –Access via office hours & custom onsite training

**Platinum and Diamond Members**  
See Mastermind Schedule

### Weekly Activities:

Create a schedule that works for you and your company. Below is an example:

#### Marketing Mondays

Sales & Marketing team meetings. Set objectives. Evaluate your pipeline. Create new materials and revise old ones. Make sales calls.

#### Webinar Wednesdays

Attend live webinars, or review recordings of your choice. Spend one hour learning new sales and marketing techniques, your CRM (Customer Relationship Management) software or new social media technology

#### Facebook Fridays

Engage with your Top Ten most desired customers, current customers, and partners via social media.

Month	Topic	Date
<b>January</b>	Phase One – Prospecting	Wednesday, January 14, 2015 1:00 Mountain Time
<b>February</b>	Phase Two – Building Credibility & Closing	Wednesday, February 18, 2015 1:00 Mountain Time
<b>March</b>	Phase Three - Resells, Recaptures & Referrals	Wednesday, March 18, 2015 1:00 Mountain Time
<b>April</b>	Images, Infographics & Video	Wednesday, April 15, 2015 1:00 Mountain Time
<b>May</b>	Content Marketing – What the Heck do I Write About?	Wednesday, May 20, 2015 1:00 Mountain Time
<b>June</b>	Trade Shows Strategies, Prep & Follow Up	Wednesday, June 17, 2015 1:00 Mountain Time
<b>July</b>	Online Marketing – What's new & what works in SEO & Social Media	Wednesday, July 15, 2015 1:00 Mountain Time
<b>August</b>	Working with the Press Getting Mentioned	Wednesday, August 19, 2015 1:00 Mountain Time
<b>September</b>	Effective Networking – Online & Offline	Wednesday, September 16, 2015 1:00 Mountain Time
<b>October</b>	Market Research – How to Get Good Data, What to Do With It!	Wednesday, October 21, 2015 1:00 Mountain Time
<b>November</b>	Designing, Storyboarding & Troubleshooting Campaigns	Wednesday, November 18, 2015 1:00 Mountain Time
<b>December</b>	Building Your Marketing Calendar for 2016	Wednesday, December 16, 2015 1:00 Mountain Time

All “Live” Briefings will be held the 3<sup>rd</sup> Wednesday of each month. Depending on your service level, recordings will be sent (and materials will be made available online) the following week.

## Panelists

We’re always looking for the most interesting, engaging thought leaders from the aviation industry to be panelists for our Executive Brief sessions. Do you have unique experience you’d like to share, or do you know someone you’d really like to hear from on one of the topics above? Let us know!

## Register via GoToWebinar:

<http://ExecBrief.AviationBusinessConsultants.com>

Make sure we have your current email address and you’ve whitelisted [Paula@AviationBusinessConsultants.com](mailto:Paula@AviationBusinessConsultants.com) for updates and participation opportunities!