



Human Resource & Benefits Roundtable Meeting Notice

Thursday, October 20, 2011
Lunch Meeting Noon – 1:30 pm
Brandywine Country Club

“Reputation Management”

About this session:

A company can dominate market share, throttle competition and hold the #1 spot in the world; it can also crash overnight if it fails to listen to what its customers say.

Participants will learn:

- Why you need to monitor your reputation
- How you monitor your reputation
- Tools your business can use
- Responding to criticism

Our Presenter:

Mark C. Elliott, Director of Marketing Mark has spoken and written on several subjects including strategic planning for law firms, reputation management, brand management, legal marketing, marketing strategy, social media for business, business planning, and client service initiatives. He enjoys the variety of his day-to-day activities and working with the team of experienced attorneys and staff that make up one of the preeminent law firms in northwest Ohio.

Registration Form

HR & Benefits Roundtable October 20, 2011

Please Respond By Friday, October 7th

Non-Series EA Members:

If you are not currently a member of the EA HR & Benefits Roundtable Series, but would like to attend, you may do so for a cost of \$35.00 per registrant.

- I am **not** an EA HR & Benefits Series Member, but would like to attend this meeting for a charge of \$35.

Name / Company _____

- Require a vegetarian lunch

Non-EA Members:

- I (Name / Company) _____ am not currently a member of The Employers' Association, but would like to attend this meeting for a cost of \$45.
(Payment must accompany registration)

***You may send a substitute at any time; however, no-shows or cancellations within 5 full business days of the program will be responsible for the full registration fee.**

Please respond to Nikki via e-mail at ncousino@employersassociation.com or via Fax at 419-893-3001, or go to http://employersassociation.com/tr_benefit.asp to register online for the October 20th meeting.