

SETH GODIN: "REMOVING THE SMALL FROM SMALL BUSINESS."

The man who created "Permission Marketing" shares his vision for how businesses can excel today.



You're invited to an exclusive business webinar.

It's the best of times and the worst of times for businesses today. But it's possible that smaller businesses - because of their size - have a remarkable opportunity. They can nimbly duck-and-weave where big businesses are slower to respond to rapid change.

This is your exclusive chance to hear master marketer, bestselling author and renowned speaker Seth Godin challenge today's business conventions. Seth's widely published opinions have changed the way we think about marketing, work and business relationships. Now it's your turn.

Seth has been called "The Ultimate Entrepreneur for the Information Age" by Business Week. He coined the phrase "Permission Marketing". Author of ten bestselling books, he is a prized public speaker who is known for his no-holds-barred delivery style. And Seth has agreed to personally answer questions posted on our website's discussion board by participants immediately following his presentation.

DATE: THURSDAY OCT 15 2009

START TIME:

10:00 a.m. Pacific
11:00 a.m. Mountain
12:00 p.m. Central
1:00 p.m. Eastern
2:00 p.m. Atlantic
2:30 p.m. Newfoundland

Please log-in a minimum of 15 minutes prior to the start of the webinar.

ABOUT SETH GODIN

MASTER MARKETER, BESTSELLING AUTHOR AND RENOWNED SPEAKER

- Author of 10 books, numerous articles and a hugely popular blog. His ideas have changed the way we think about marketing, work and business relationships.
- American Way Magazine calls Seth Godin "America's Greatest Marketer". Forbes writes, "He is uniquely respected for his understanding of the Internet, and his essays and opinions are widely read and quoted online and off." Business Week acknowledges Seth Godin is "The Ultimate Entrepreneur for the Information Age."
- A successful entrepreneur, Seth Godin founded and was CEO of Yoyodyne, a leading interactive direct marketing company, which Yahoo! later acquired.
- He was recently chosen as one of the "21 Speakers of the Next Century" by Successful Meetings magazine. He is consistently rated among the very best speakers.
- Seth Godin's latest book, Tribes, appears on the Amazon, New York Times, Business Week and Wall Street Journal bestseller lists.
- Seth Godin holds an MBA from Stanford.

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Arrangements for the webcast appearance of Seth Godin made through Greater Talent Network, Inc., New York, NY

REGISTER NOW

Go to www.canadascrreditunions.com to register.

At this exclusive event you will:

- Find out why the most powerful form of marketing - leadership - is creating influential movements.
- Hear Seth's challenging opinions on how traditional barriers of geography, cost and time are breaking down - and how this enables the small to take on the mighty.
- See if your business is up to today's challenges. Or are you a "sheepwalker" - Seth's definition for someone who fights to protect the status quo, never asking if obedience is helping you (or your organization).

Who should attend:

No matter what kind of company or organization you run, or its size, you'll benefit from hearing one of Canada's most intriguing business visionaries.

This webinar has been specially created to address the needs of:

- Business Owners
- Senior Managers

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