

COUNTY OF  
SAN BERNARDINO



WORKFORCE INVESTMENT BOARD  
DEPARTMENT OF WORKFORCE DEVELOPMENT  
www.csb-win.org 1-800-451-JOBS

# STRATEGIC BUSINESS DEVELOPMENT

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## MAKE THE RIGHT MOVE

### HALF DAY SEMINAR

Thursday, June 24, 2010 • 8: 00 am - 12:00 pm

In this new economy it is more important than ever to know how to develop a strategic marketing plan and understand how to implement, track and analyze the results.

**In this four hour program you will:**

- Learn how to better understand and target your audience
- Learn strategies to determine what your budget should be
- Learn how to develop an advertising plan
- Know the importance of tracking results
- Understand how to analyze return on your investment

To enroll or get more information, please contact  
San Bernardino County Business Service Specialist  
**Jenny De La Mora** at [jdelamora@wdd.sbcounty.gov](mailto:jdelamora@wdd.sbcounty.gov) or 909.383.9938

### LOCATION

Best Western  
42200 Moonridge Road  
Big Bear Lake, CA 92315

### PRESENTED BY

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This is a NO COST event  
open to a limited number  
of businesses who want  
to succeed.