



## *Retainer and Consulting Services*

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<u>Service</u>	<u>Retainer</u>	<u>Consulting</u>
Board/Committee Lists	✓	
Market Segment Local Contacts	✓	
Association Profiles	✓	
Convention Leads	✓	
Customized Research as needed	✓	
Local Profile of Your City	✓	
Last Minute Account Research as needed	✓	
Qualifying Board/Committee contacts	✓	
How to Find Board/Committee Members		✓
How to Work with Local Contacts		✓
How to Market to Local Contacts		✓
Local Recognition Program		✓
Short and Long-range Marketing Plan Consultation		✓

SAMPLE

### ***Backyard Marketing***

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