



The Direction régionale du Nord-du-Québec from ministère de l'Économie, de la Science et de l'Innovation and the Cree Nation Government invite you to this training offered under the BBP (best business practice) program

**Tuesday
February 23, 2016
10:00 am. - 3:30 pm**



**Trainer: André R. Aura
Marketing Six Continents inc.**

Training not to be missed!

STRATEGIC MARKETING – In English only

Do you want to better position your business in the market and relative to your competitors?
Do you want to penetrate new markets?
To generate positive results, each investment in marketing needs to be planned.

The systematic analysis of marketing opportunities and choices related to market positioning, as well as programs and controls to establish, constitute the basics of strategic marketing. Business successes can often be attributed to the development of a plan. That's why it is important for you to know and understand the steps involved in preparing one.

- The session will be useful for:
- Setting up a marketing management process;
 - Analyzing your market and defining market segmentation;
 - Developing a marketing strategy for your business.

Best Business Practices (BBPs) are practical training sessions that are custom designed for Québec SMEs. Since 2001 more than 30,000 business managers and strategic workers have participated and they now benefit every day from what they have learned.

Register now!

(Activity is eligible for inclusion in the 1% legal threshold)

Place:	Information et registration:		Registration cost:
Club de golf de Chibougamau-Chapais 130, rue des Forces-Armées Chibougamau (Québec)	Suzanne A. Kitchen Tel. : 418-923-2901, ext.: 0 Fax : 418-923-2902 Andy Baribeau Cell: 514-349-7629	Ginette Jobin Tel. : 418-748-6686, ext. 1080 Fax : 418 748-6698 E-mail : ginette.jobin@economie.gouv.qc.ca	\$50, taxes not included (documentation included) A lunch will be served).
<input type="checkbox"/> M. <input type="checkbox"/> Ms. First Name, Name: _____ Title: _____ <input type="checkbox"/> M. <input type="checkbox"/> Ms. First name, Name: _____ Title : _____ Business: _____ Sector of activity : _____ Address: _____ City : _____ Postal code : _____ Tel.: _____ Fax.: _____ E-mail: _____ Payment method : <input type="checkbox"/> Bill me <input type="checkbox"/> Cheque Please make all cheques to : <i>Ministre des Finances</i> and mail to : Ministère de l'Économie, de la Science et de l'Innovation 333, 3 ^e Rue, RC, Chibougamau (Québec) G8P 1N4 Signature : _____			

Registration fees are due and payable upon reservation. No cancellations in the **three working days** prior to the activity. Information written in the form may be transmitted to a partner of the presenter of this training activity and to a local organization that is responsible for billing. This information will only be used to for the purpose of following up on the training.

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Please return this form to us by fax at the following number:
418-748-6698 or by e-mail at: lyne.boily@economie.gouv.qc.ca

Original text in French

