



North Central Workforce Investment Board



North Central Pennsylvania Regional Planning and Development Commission, North Central Workforce Investment Board, The U.S. Commercial Service, and Clarion University Small Business Development Center, present:

# Globalizing Your Digital Marketing Strategy: Upstream and Localized: How Technology, Language, and Culture Drive Business

Join the North Central Planning Commission, North Central Workforce Investment Board, the U.S. Commercial Service, and Clarion University Small Business Development Center (SBDC), for a half day event focused on helping Pennsylvania companies harness available technologies including your website and social media to reach and communicate with your customers and sales prospects around the globe.

Leading international marketing and communication experts will:

- Discuss how to effectively brand and market your company overseas.
- Explore the practical application of language and culture.
- Provide technical insights into designing and producing a truly worldwide communication platform.

You will also learn more about available export resources through a panel discussion with international trade and development specialists, including market research, finding international partners, and upcoming trade events

Speakers include:

- Mr. Les Dutka, CEO of Echo International, a provider of comprehensive mutli-language translation, localization, and global consulting solutions.
- Mr. Nate Smith, Market Director of Open Arc, which provides real-world technology strategy solutions to business and organizations.
- A panel of Trade Specialists from federal, state, and local organizations to discuss export assistance resources

**REGISTER NOW.  
SEATING IS LIMITED!**

Date:

**Wednesday, May 14, 2014**

Time:

**8:30am – Registration  
9:00am – 12:00pm – Program  
12:00pm - Lunch**

Location:

**North Central Commission  
Teleconference Room  
651 Montmorenci Road  
Ridgway, PA 15853**

Cost:

**\$15.00\* Includes lunch**

## Digital Marketing Strategy Registration Form

**May 14, 2014 from 8:30 AM to Noon at North Central Commission**

Cost to participate is \$15 per person. Checks should be payable to North Central. Please return this section to c/o Amber Hancharick, 651 Montmorenci Road, Ridgway, PA 15853 or ahancharick@ncentral.com. Deadline to register is May 2, 2014.

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_