

Students to Start-ups[®]

Entrepreneurial Skills Training Workshop Series

This workshop is for:

UC Irvine students and community members actively starting or planning to start new businesses.

You will learn:

This workshop is designed to help you develop the key tools you need to market and promote your product or service. You will learn about how to clearly identify your specific target market and create a compelling competitive advantage. Then we will review how to use all of the tools in the marketing toolbox to generate awareness, consideration and preference for your offering as well as how to create incentives for new and repeat customers. This workshop is a must for any entrepreneur that is interested in getting and keeping customers!

About Tom Patty:

Tom learned about marketing from clients like Steve Jobs, founder of Apple Computer, Phil Knight founder of Nike, Inc, and Steve Reinemund, CEO of PepsiCo Worldwide. Tom spent 21 years working at "the hottest advertising agency in the country," called Chiat/Day, where he worked with some of the best and biggest brands in the world, such as Nissan Motors, Pizza Hut, Nike, and Apple Computer. In 1998 Tom retired as President and Worldwide Account Director, after having helped his advertising agency grow from \$30 million in billings to over \$1 billion in annual billings. Now Tom can teach you the same principles and techniques of Marketing that helped propel his advertising agency and their clients to phenomenal success in the market place.

Finding Your Niche

Presented by Tom Patty

When

February 5, 2008
Noon - 1:00 pm

Location

Calit2 at UC Irvine
(The California Institute for Telecommunications and Information Technology)
Building 325 on UC Irvine map
Room 3008
www.calit2.net

Cost

Free to all

Seating limited, please reserve your seat early.
Complimentary lunch will be served.

RSVP

<http://findingyourniche.eventbrite.com>

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All events are:

Noon – 1:00 pm

FREE

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2008 Schedule

January 15, 2008

Assessing the Market Potential of Your Business Idea

February 5, 2008

Finding Your Niche

February 19, 2008

Avoid Legal Issues that Will Cost You A Fortune

March 4, 2008

Entrepreneur Panel: I Came, I Saw, I Created!!

April 1, 2008

Selling Techniques that Work!

April 15, 2008

All You Need to Know About Writing a Business Plan

May 6, 2008

Virtual Incubators and Licensing Technology:
What UCI Has to Offer

May 20, 2008

Start-Up Capital and Financing Opportunities

The University of California at Irvine's Paul Merage School of Business ("UCI") will be videotaping and recording the Students to Start-Ups Workshops, and the videotapes may include the image or likeness of attendees and/or their voice (the "Work"). UCI will make the Work available in the future, in electronic form including, video streaming, video tapes and like medium. By signing up as a Workshop Registrant, I understand that the Student to Start-Ups Workshop will be recorded and hereby release to UCI any and all rights that I may have for UCI to release and otherwise redistribute the Work, for profit or not for profit, in any form and in any manner.

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