

FOUR SEMINARS TO BE PRESENTED BY CMTC AT THE DEL MAR ELECTRONICS SHOW

Wednesday May 4 – 11:00 a.m. Room C:

Cost: Free Time: 50 minutes

PRESENTER: Chris Marocchi is a Manager of Field Operations for CMTC. Chris has more than 20 years of Marketing & Sales experience in manufacturing and commercial and retail industries.

SESSION TITLE & DESCRIPTION:

Turnkey Marketing Tactics to Help a Small Business Grow

Most small businesses are not able to invest in expensive, long-term marketing campaigns. This presentation will combine "old school" sales lead generating tactics with "new school" technology driven programs.

We'll cover the best approach to developing the right marketing strategy for a small business, including the most effective combination of marketing tactics to generate more leads and to ensure you're pursuing the right kinds of customers for your company to grow.

Included in this discussion are:

- How to use databases to keep track of customer information
- A strategy for incorporating phone calls to existing and past clients to generate new sales
- Cross selling
- Optimal use of your website as a lead generator
- Digital marketing programs, such as PPC and content marketing
- SEO (Search Engine Optimization)
- How to construct a competitive battle sheet
- How to position your company against your competitors to WIN

Wednesday May 4 – 12:00 NOON Star Fiddle room:

Cost: Free Time: 50 minutes

PRESENTER: Rocio Leon is the Manager, Workforce Partnership programs for CMTC. CMTC helps manufacturers execute successful employee training programs, and leverage funding from California's ETP program to offset costs of the training program.

SESSION TITLE & DESCRIPTION:

Workforce Funding is Available NOW, to Help Pay for Employee Training

State funding is available to off-set the cost of your workforce training program. Learn how to qualify your company and receive the funding.

Whether you are developing an in-house training program or utilizing external experts ~ there is a funding program to meet your needs!

Wednesday May 4 – 11:00 a.m. Native Diver room:

Cost: Free Time: 50 minutes

PRESENTER: Luis Socconini is the Director of Lean Six Sigma Institute and a Master Black Belt. Luis is a Lean and Six Sigma Expert, and a best-selling author of 3 books: Lean Manufacturing Step-by-Step; The 5S Process in Action; and Lean Company.

SESSION TITLE & DESCRIPTION:

How to Transform Your Business Into a Lean Company – Don't Wait a Minute Longer

This session will detail how to become a Lean Company. When you apply lean techniques throughout your organization - from purchasing to delivery - you will realize reduced lead-times, reduced costs and the elimination of waste. Lean Six Sigma training and coaching will yield many benefits including: a substantial improvement in the lead time for providing products and services to customers, a sustainable increase in quality, a significant improvement in safety, better employee morale, greater customer satisfaction and a considerable reduction in costs.

Thursday May 5 – 11:00 a.m. Room A:

Cost: Free Time: 50 minutes

PRESENTER: Kelly McNulty ~ CEO, Panacea Solutions. Providing consulting services to companies seeking ISO 9001:2008, ISO 9001:2015, AS9100, ISO 13485 certification and ITAR Compliance

SESSION TITLE & DESCRIPTION:

ISO 9001:2015 – What You Need To Know

A new version of ISO 9001 has been released. Compliance is on your horizon. These changes have introduced risk-based thinking, and are fundamentally different from the previous version.