

Finally a Training Course Designed for You!

MARKETING PUBLIC PROGRAMS

COMMUNICATE LIKE THE PROS AND MAKE A MEASURABLE DIFFERENCE IN OUR SOCIETY



www.MarketingPublicPrograms.org

- ✓ Sign-Up for the 2-Day Course
- ✓ View 100's of Government Campaigns
- ✓ See a Video of Your Target Market's Views

LEARN TO EFFECTIVELY REACH YOUR TARGET AUDIENCE

A 2-Day Course to Bring Your Federal Marketing into the 21st Century!

LEARN HOW TO EFFECTIVELY MARKET YOUR AGENCY'S PROGRAMS TO THE PUBLIC

Federal agencies that deal with issues involving health, the environment and compliance, among others, must convince members of the public to change their attitudes and behavior so that society at large benefits. *But how can agencies accomplish that goal?*

The *TRACK Center for Marketing Public Programs* has responded to your needs for a structured and effective approach to government marketing. We have developed a course that provides a valuable *framework for developing and implementing marketing campaigns* that often represent a significant part of an agency's mission.

To sign-up for this two day course, please visit www.ctrmp.org/enrollment.php or call (703) 941-7766 x106.



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