

Lifestyle Merchandising, Advertising and Promotion Strategies (IRM III)

Ideas for Marketing Lifestyle

August 5 & 6, 2010

8:30am – 5:00pm

**@ HBA of Raleigh-Wake County
5580 Centerview Dr #115, Raleigh, NC 27606**

Instructor: Hal Von Nessen, MIRM, CMP, CAPS

This course offers participants an array of strategies to enhance their promotional efforts. It explores the selling power of merchandised models designed to showcase the lifestyle benefits of a new home. It covers a variety of advertising media alternatives, public relations ideas, and sales center design techniques that appeal to target markets, optimize traffic flow and increase sales.

As a graduate of this course, you will be able to:

- Complete the steps in the promotional planning and budgeting process.
- Evaluate various media advertising options used to implement promotional strategies.
- Execute public relations activities and organize them into a comprehensive strategy.
- Implement merchandising techniques and approaches in promotional strategies.
- Use sales centers in promotional strategies and learn various ways to approach them.

Designation Credit: CMP, MIRM

Continuing Education Credit: CAPS, CGA, CGB, CGP, CGR, CSP, GMB, GMR, Master CSP



Registration Fees:

NAHB Member: \$375

Non-Member: \$475

Includes student materials, snacks & drinks.

Lunch is not provided.

Register me for **IRM-III**

Name: _____ Amt due: _____

Company: _____

Address: _____

City/State/Zip: _____

E-mail: _____ Phone: _____ FAX: _____

Method of Pmt: Check Master Chg/VISA

MC/VISA #: _____ Exp Date: _____

V# (3 digit # on back of card): _____ Billing Street Address: _____ Zip Code: _____

Fee must be paid in advance. You must cancel at least 1 week before the first day of class to receive a refund. Any cancellation after that date (or no-shows) will be charged the full amount of the class.

For more information, contact Judy @ (919) 232-5882. (Fax: 919-233-2036)

THIS IS YOUR INVOICE.

