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July 28, 2014

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Cal Poly Workshop to Bring Vertical Niche Markets to Printing Industry

SAN LUIS OBISPO — The Graphic Communication Institute (GrCI) at Cal Poly and Schnoll Media Consulting will offer a three-day workshop, Grow Your Business with Vertical Niche Marketing, Sept. 8-10 at Cal Poly.

The workshop will explore how graphic communication-related companies can acquire new, profitable business through niche growth-oriented markets. Participants will learn to balance print with non-print digital imaging to develop the most effective communication for nonprofit, travel and leisure, and retail markets. Participants will leave the workshop with an immediate plan for entering the three markets.

The workshop will cover cross-media options and how to integrate them into a print-product mix. Participants will be introduced to new digital media options — big data, variable data printing, QR codes, near field communication, radio frequency identification (RFID), augmented reality, Web design, mobile apps, digital asset management, and how to leverage personalized marketing through the options.

“There is no question that personalized communication brings the best results in attracting new clients and in eliciting new business from existing clients,” said Harvey Levenson, GrCI director. “Such personalization is meant for specific individuals and specific markets. This program is the first of its kind for teaching print industry professionals how to enter very focused and specific niche markets, and how to understand their special needs and interests.”

Steven Schnoll, managing director of Schnoll Media Consulting, will lead the workshop in conjunction with Cal Poly experts in digital and traditional imaging, social media applications, and personalized print communication.

“Exploring new business opportunities is often a daunting and scary task,” Schnoll said. This program will bring practical solutions to attendees by providing easy-to-understand steps that couple new technology ideas with proven time-honored methods.”

The workshop is designed for graphic communication service providers, including printers, publishers and packaging companies. However, advertising agencies, marketing firms, graphic designers, Web developers, and social media users will also benefit from the instruction.

To register for the workshop, visit www.grci.calpoly.edu and click on: Grow Your Business with Vertical Niche Marketing. Registration is limited to 20 participants on a first-come basis.

For information,

visit: http://grci.calpoly.edu/workshops/vertical_marketing_workshop_0314.html

For answers to questions, contact: Lyndee Sing, GrCI manager, at lsing@calpoly.edu

or 805-756-2645.

Links

- Graphic Communication Institute at Cal Poly: <http://grci.calpoly.edu/>

About the Graphic Communication Institute at Cal Poly

The Graphic Communication Institute at Cal Poly -- GrCI (www.grci.calpoly.edu) focuses on services for industry, including research, testing, product evaluations, consulting, training, seminars, workshops, conferences and publishing. It uses the Cal Poly Graphic Communication Department teaching, research, technology and industry resources to offer public and private programs along with sponsored and confidential laboratory services.

About Steven Schnoll and Schnoll Media Consulting

Steven Schnoll, business management thought leader, lecturer and writer, is the managing director of the consulting firm Schnoll Media Consulting. He has assisted a wide array of for-profit and nonprofit institutions manage growth through the use of innovative data-driven marketing techniques.

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