

Readiness * Retention * Revenue Generation * Relationships

Thomson Business & Professional Publishing cordially invites you to a day-long elearning seminar... a collaboration of ideas, innovation, and solutions.

****Dates and Locations listed below**

Agenda:

- 8:30am - 9:00am -- Arrival/Meet & Greet
- 9:00am - 9:45am -- Guest Speaker**
Elearning & Readiness, Retention, Revenue Generation, and Relationships
- 9:45am - 10:00am -- Break
- 10:00am - 11:00am -- "Generating New Revenue Sources"**
A discussion and presentation on current techniques and turnkey solutions that will allow your organization to drive new revenue... now.
Featured Product: Certified Business Manager.
- 11:00am - 11:15am -- Break
- 11:15am - 12:00pm -- "Learner Readiness through Preparation"**
Featured Products: MBA Primer and Human Resources Professional Certification Prep
- 12:00pm - 1:00pm -- Lunch- Roundtable Discussions of Best Practices
- 1:00pm - 2:00pm -- "Creating Lifelong Learning Relationships with your Corporate Partners"**
Featured Product: Management Education Tracks
- 2:00pm - 2:15pm -- Break
- 2:15pm - 3:00pm -- "Enhance and Expand Your Existing Program... Retain Students"**
Featured Product: Media Asset Library
- 3:00pm - Closing Remarks/Questions & Answers

To Register: Please email brian.joyner@thomson.com or call 800.543.0487 x1637 with your organization affiliation and contact information. A confirmation email will be sent to guarantee your seat. Lunch, Breaks, & Speakers are all sponsored and provided by Thomson Business & Professional Publishing. There is no cost to register and attend this event.

<http://execed.swlearning.com>

Atlanta**Thursday, March 4**

Four Seasons Hotel Atlanta
75 Fourteenth Street
Atlanta, GA 30309
(p)404.881.9898

Dallas**Friday, March 5**

Four Seasons Resort and Club
4150 North Macarthur Blvd.
Irving, TX 75038
(p)972.717.0700

Chicago**Thursday, March 11**

Four Seasons Hotel (IL)
120 East Delaware
Chicago, IL 60611
(p)312.280.8800

Cincinnati**Friday, March 12**

The Cincinnati Hotel
601 Vine Street
Cincinnati, OH 45206
(p)513.381.3000

New York**Wednesday, March 24**

Four Seasons (NY)
57 East 57th Street (between Madison and
Park)
New York, NY 10022
(p)212.758.5700

Philadelphia**Thursday, March 25**

Sofitel Philadelphia
120 South 17th Street
Philadelphia, PA 19103
(p)877.675.9330

Los Angeles**Thursday, April 22**

Four Seasons Hotel (LA)
300 South Doheny Drive
Los Angeles, CA 90048
(p)310.273.2222

Thomson Business and Professional Publishing also offers the following products and services.

- *Pre-MBA Bridge Program tools and services to assure retention for incoming and returning MBA and Professional MBA students
- *Certification Products and Services for new revenue streams
- *Certificate programs to extend your corporate relationships
- *Thomson Financial data tools and services for Business School Faculty and Students (Thomson One)
- *Online Math program tools for student remediation and student preparation throughout the curriculum.
- *Customization tools to enable proprietary course creation
- *Media Assets and instructional design libraries
- *Enterprise solutions for distributed learning events and classes as well as multiple site campuses