

**Establish  
Customer  
Loyalty**

**Build  
Brand and  
Company  
Awareness**

**Generate  
Qualified  
Sales  
Leads**



# CUSTOM AUDIO SEMINARS

**Convenience Learning > Affordable > Effective**

## THE VALUE

Our custom audio seminars will provide you with an opportunity to construct programs around the goals and objectives of your organization, while positioning yourself as an industry-thought leader. These seminars will establish customer loyalty, build your brand and company awareness, and generate qualified sales leads.

## THE EXPERTS

October Research is the nation's leading provider of market intelligence, business news and regulatory information for the real estate, settlement services and mortgage origination industries. Our Seminars team offers you the unique opportunity to develop customer relationships by professionally planning and producing your own customized audio seminar(s). Our experienced team will work with you to co-develop content-rich audio seminars and provide the following:

- Targeted Marketing to Specific Audiences
- Comprehensive Marketing Programs (e-mail, mail, telemarketing, etc.)
- Strong Brand Presence on all Seminar Materials
- Planning & Production
- Operations & Logistical Support
- Content Customization & Development
- Speaker Recruitment & Management
- Post Seminar Survey & Analysis Report
- Final Registrant List & Demographics
- Post Seminar CD Production & Distribution

With our extensive experience and reputation for quality and excellence, October Seminars can easily design a custom audio seminar to meet your organization's specific goals.

## For Pricing and Additional Information:

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