



## **SMPS Long Island offers "Marketing Tool" series**

December 28, 2007 - Long Island

The Long Island Chapter of the Society for Marketing Professional Services is hosting a series of educational seminars throughout the 2007-2008 program year to assist members and guests to get back to basics in four areas. The remaining sessions titled "Conquering Database Anxiety," "Effective Presentation Tactics" and "Introduction to Collaborative Software" will take place on February 7, 2008, April 3, 2008 and June 19, 2008 respectively at the office of Dvirka and Bartilucci Consulting Engineers in Woodbury, N.Y. from 6 p.m. to 8 p.m.

\* Conquering Database Anxiety is a non-technical session that will provide attendees a greater knowledge of database capabilities and learn the seven steps of database development and implementation.

\* Effective Presentation Tactics will address the fundamental best practices for integrating slideware into presentations and demystify some basic tactics for dressing up slide-shows as well as offer helpful hints to keep one's audience engaged and have a presentation support rather than dictate one's message.

\* Introduction to Collaborative Software will provide an overview on available packages and their corresponding capabilities and give attendees information on proper system administration.

These sessions will be led by Matt DeLange, director of marketing and strategic communications at Dvirka and Bartilucci Consulting Engineers. Admission is complementary for SMPS members and non-members are welcome for a \$50 fee.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540