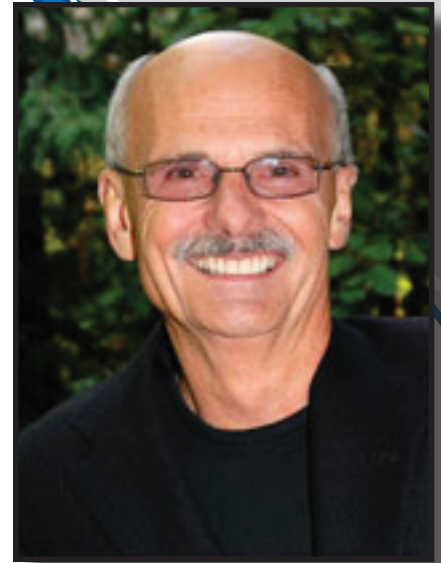


BE DiFFERENT or be dead: Grow your Business and Dominate Your Competition

Join Roy Osing at this exclusive Workshop Event
6:00 – 8:00 pm June 15, 2010
Terminal City Club, Vancouver BC



Roy Osing is a former TELUS Senior Executive and Chief Marketing Officer with over 30 years of singular achievement. He is the Author of the groundbreaking new book “BE DiFFERENT or be dead: Your Business Survival Guide” now in its Second Edition.

He is currently President and CEO of Brilliance for Business, an organization dedicated to dramatically enhancing organizational and personal performance.

In this One-of-a-Kind Workshop Event Roy will discuss his practical and proven Practices that will catapult the performance of your organization to new levels and enable it to survive the unpredictable events of today’s volatile and unforgiving marketplace.

You will learn how to distinguish your organization from the array of hungry competitors out to rob you of your customers.

Specifically you will leave the event knowing how to:

- ▶ Build a strategy for your organization that clearly distinguishes you from your competitors AND, more importantly, how to successfully execute it.
- ▶ “Customerize” your Marketing Plan to be more relevant and compelling to the customers you have chosen to serve.
- ▶ Create “Dazzling Customer Experiences” to build customer loyalty and raving fans forever.
- ▶ Deepen the Sales relationships you have with your customers, build their trust and generate revenue for the long term.

“If you’re looking for the book that will change your business, you’ve found it. Roy will help you break your business into manageable parts and then make every part work. You’ll be able to measure the value of the book by counting the number of dog-eared pages, highlighted sections and notes in the margin.”

Brad Brooks, Host of The Brad Brooks Show, The Corus Radio Network

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All Workshop attendees will receive a signed copy of Roy Osing's new book
"BE DiFFERENT or be dead: Your Business Survival Guide", now in its Second Edition.

"Osing cuts through the inspirational jargon with which many business texts distract their readers and provides a practical and concrete framework that can be customized to suit both large and small enterprises."

Trek, The Magazine of The University of British Columbia, Vancouver

Who Should Attend?

This exclusive Workshop Event
is for:

- ▷ Entrepreneurs
- ▷ Business owners
- ▷ Business operators

Managers & Executives in:

- ▷ Marketing
- ▷ Sales
- ▷ Service
- ▷ Strategic Planning
- ▷ Business Planning
- ▷ Not-for-profit organizations.

Seating is limited, don't miss
out on this opportunity to add
value to your business.

Registration and Payment Information

Please complete and return this form to confirm your registration by **Friday, June 11.**

Return by: email: bccc@bcchamber.org or
fax: (604) 683-0416

Registration Fee: \$75.00 + 5% GST

Total Fee: \$78.75

Company Name: _____

Address: _____

Tel: _____ Fax: _____

Contact Person: _____

Email: _____

Method of Payment:

Cheque

Visa

Master Card

Name of Cardholder: _____

Card No. _____

Expiration Month and Year: _____ Signature: _____

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