

## Invitation to “From Push to Pull: Creating Demand for your Offering”, a Ready Set Grow webinar

Tired of searching for customers? Learn how to get customers to come to you! Join us on Tuesday May 11 for this *free* webinar:

Almost everybody hates coldcalling, and the statistics confirm that it is a pretty low percentage game. But what if you didn't have to go out and beat the bushes for prospective customers?

*What if you could get customers to come to you?*

It's not a pipedream. Many companies are doing this today. You can create “**Pull**” for your offering through insightful market analysis, a focused marketing strategy and the latest internet tools.

Come in from the cold(call). Learn how to implement “Pull” marketing strategies for your company from our panel, featuring:

Bob Becker of technology marketing specialists SMA

Chris Stolz of Techwyse Internet Marketing

Andrew Maxwell of the Canadian Innovation Centre.

There is no cost to attend, but space is limited, ***so sign up now!***

You can register at: <http://www.innovationcentre.ca/events>

The session takes place on **Tuesday May 11, 2010 at 12:00 EDT**. Sessions are accessible over a standard web-browser. Attendees will receive access to the Ready, Set, Grow Resource Guide, which captures the content of the series.

### **About Ready Set Grow**

The Ready Set Grow webinars are a resource for emerging and established Canadian Technology companies to help them accelerate their growth.

Visit <http://www.innovationcentre.ca/resources/white-papers> for access to free downloads of material from past webinars,

The series is being presented by the Canadian Innovation Centre and the Technology Marketing Resource Centre in collaboration with the Canadian Advanced Technology Association (CATA).

The Ready Set Grow series is sponsored by the Business Development Bank of Canada (BDC).