



Cooperative Marketing: A workshop for BIDs and Planning Practitioners

Organizing, designing, agreeing...and the dreaded collecting. Join DVRPC, the Collingswood BID, and Leigh Minor Nagy from *Minor Bird Retail Therapy*, on how to make cooperative marketing effective, smart, and as pleasant as possible.

WHEN: Thursday, September 25, 2014

8:30 AM: Breakfast and Registration

9:00 AM: Presentation by Leigh Minor Nagy, *Minor Bird Retail Therapy*

WHERE: Scottish Rite Auditorium

315 White Horse Pike

Collingswood, NJ 08107

RSVP: Karen Cilurso at kpcilurso@dvrpc.org or 215-238-2876 by September 23, 2014.

This event is pending 2 AICP Certification Maintenance Credits.

About the Delaware Valley Regional Planning Commission (DVRPC) DVRPC is dedicated to uniting the region's elected officials, planning professionals, and the public with a common vision of making a great region even greater. Shaping the way we live, work, and play, DVRPC builds consensus on improving transportation, promoting smart growth, protecting the environment and enhancing the economy. DVRPC serves a diverse region of nine counties: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey. DVRPC is the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region - leading the way to a better future.



Cooperative Marketing: More than an Ugly Ad!
A Workshop for BIDs and Planning Practitioners
September 25, 2014

NAME: _____

TITLE: _____

ORGANIZATION: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

WORKSHOP FEE: \$25 AND INCLUDES BREAKFAST AND MATERIALS.

PAYMENT:

☐ **MAKE CHECK OR MONEY ORDER PAYABLE TO: DVRPC**

☐ **CREDIT CARD PAYMENT: VISA, MASTERCARD, DISCOVER (CIRCLE ONE)**

CARD NUMBER: _____

EXPIRATION DATE: _____

SIGNATURE: _____

TOTAL AMOUNT ENCLOSED: _____

SEND COMPLETED FORM AND PAYMENT BY MAIL OR FAX:

Workshop c/o Classic Towns of Greater Philadelphia
Delaware Valley Regional Planning Commission
190 N. Independence Mall West - 8th Floor
Philadelphia, PA 19106-1520

Workshop questions, call Karen Cilurso, 215-238-2876

ALL REGISTRATIONS MUST BE RECEIVED BY SEPTEMBER 23, 2014