



a department of Education and Training Connection (ETC)

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Executive Management

- Strategic planning
- Leadership development
- Standards development
- Program development
- Foundation management
- Organizational development

Meeting & Convention Management

- Meeting management
- Contract negotiations
- Registration
- Sponsorship solicitation
- Program development and structure

Tradeshow and Exhibit Management

- Contract negotiations
- Sales
- Floor plan design and layout
- Promotion
- Registration

Member Services

- Program and service development
- Membership retention and recruitment
- Record keeping
- Renewal

Strategic Planning

- Survey development
- Focus group management
- Data collection and compilation
- Board facilitation
- Strategic plan generation
- Implementation

Marketing

- Marketing plans
- Program promotion
- Image branding

Public Relations & Communications

- Crisis management
- Promotional campaigns
- Public image development
- Media relations
- Spokesperson
- News releases
- Feature articles
- Editorial services
- Advertising sales
- Mailings
- Policy and procedure development

Creative Services

- Publication design and layout
- Website design and maintenance
- Database design and maintenance

Publication Management

- Advertising sales
- Editorial planning and content development
- Production coordination
- Circulation management

Financial Services

- Budgeting
- Reporting
- Accounts receivable and accounts payable

Start - Up

- Grant writing
- Strategic planning
- Department development/internal systems

Safety and Compliance

- Emergency response management
- OSHA/MIOSHA
- Drug-free workplace program and training

Training and Education

- Customized workforce training
- Seminars and workshops
- Proprietary school
- Assessments
- WorkKeys®/ACT® Testing Center

Development

- Fundraising
- Grant research and identification