



Better People...Better Business

CAPITAL NETWORKING GROUP GUEST SPEAKER

Tuesday, February 28, 2017

7:15am Open networking
7:30am Meeting
8:30am Finish

Princeton United Methodist Church
7 Vandeventer Ave
Princeton, NJ
Entrance in the back of the building
Open to the Public

Guest Speaker

Michael Barry

Princeton Creative Marketing

"Six Steps to a Successful Value Proposition"



Michael Barry is the Marketing Director of Princeton Creative Marketing (PCM) and an integrated marketing professional with expert level skills and an intuitive ability to find the right mix of traditional and contemporary marketing techniques for an organization's goals. He has helped dozens of businesses create and implement a strategy to communicate with customers, reach new markets and increase revenue.

In over a decade as a marketing professional, Michael has worked with organizations from large corporations and non-profits to small businesses and independent artists. His clients include businesses in education, healthcare, home improvement, energy, professional services, printing, martial arts, law, music, arts and the non-profit sector. In addition to PCM, he has served as marketing director for a record label, an executive director of two non-profits and a successful independent marketing consultant in New Jersey, New York and Connecticut.

About Capital Networking Group

The Capital Networking Group is a marketing and sales cooperative that meets weekly to learn more about other businesses in the area. We meet on Tuesday mornings for breakfast to make new contacts, market our businesses to each other, and become each other's sales force. As a member, you are surrounded by people that will help you grow your business. We encourage you to attend a meeting to see what we are all about. **For More Information Visit: CapitalGroupNJ.com**