



ClearEdge President to Address NACCB Ohio Chapter on Effective Marketing Tools & Techniques

ClearEdge Marketing President Leslie Vickrey has been invited to address the National Association of Computer Consultant Businesses (NACCB) Ohio chapter on successfully marketing IT services. In her interactive presentation – A Marketing & IT Services Discussion—What’s Working, What’s Not – Vickrey will outline today’s most effective industry marketing techniques. Her presentation will focus on the challenges of reaching and capturing the attention of strong prospects and general marketing trends in today’s challenging economic climate. Topics will also include the importance of go-to-market message strategy/differentiation and ideas to successfully attract candidates in a tight labor market.

ClearEdge Marketing is an Associate NACCB Member and has been a featured presenter two years in a row at the organization’s national conference. The firm presents at NACCB local chapter meetings throughout the year.

Meeting Logistics:

Thursday, April 24

Brio Restaurant in Westerville, Ohio

9:30 a.m. EDT

For more information, please contact Sarah Guild at sguild@clearedgemarketing.com.