



ClearEdge President Selected to Lead Marketing Roundtable at 2007 NACCB Conference & Tradeshow

Gain invaluable insights that will help you stay ahead of your competition in the IT services marketplace at the 2007 NACCB Annual Conference & Tradeshow November 6-9 at the Red Rock Casino, Resort and Spa in Las Vegas, Nevada. The one-of-a-kind conference will feature instructive seminars from industry authorities, dynamic sales and recruitment training sessions, a tradeshow, peer-to-peer networking events, debate and roundtable discussions paneled by leaders in the IT, consulting and staffing fields.

Based on positive feedback from last year's conference, ClearEdge President and Founder Leslie Vickrey was invited back to host a roundtable discussion—The Marketing of IT Professional Services: What Works, What Doesn't. Vickrey will lead participants in exploring ways to implement marketing strategies that will increase leads, expand the brand and bolster sales. Participants will share ways to stay top-of-mind with key decision makers, techniques for increasing qualified sales leads, such as target account programs, as well as ideas for how to help sales better leverage marketing tools and resources. The discussion will take place during the Roundtable Lunch on Thursday, November 8th from 11:30 a.m. to 1:00 p.m.

For more information, please visit www.naccb.org/conference/2007 or contact Sarah Guild at sguild@clearedgemarketing.com.