



**ClearEdge President to Address NACCB Florida Chapter on  
Importance of One-on-One Marketing**

ClearEdge Marketing President Leslie Vickrey has been invited to address the National Association of Computer Consultant Businesses (NACCB) Florida chapter on the importance of one-on-one marketing. In her speech – Improving Your One-on-One Game: Why ONE is the Loveliest Number in Marketing Today – Vickrey will examine the ways technology has fundamentally changed the way you do business, and outline reasons that one-to-one marketing (one person delivering a specific message to one prospect) has never been more important. Attendees will learn the various one-on-one marketing mediums available and their most effective uses including how to develop client reference programs that will help you sell more services, as well as techniques for building a strong portfolio of one-on-one marketing tools that will help your business better communicate directly with prospects.

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:

Monday, June 9  
IL Bellagio in West Palm Beach, Florida  
11:30 a.m. EDT

For more information, please contact Sarah Guild at [sguild@clearedgemarketing.com](mailto:sguild@clearedgemarketing.com).