



breakfast@ boardoftrade.com™

WEB SITES THAT WORK:

USING INFLUENCE AND PERSUASION TO ADD PUNCH TO YOUR SITE

How do successful web sites get results? It's simple.

A successful web site consultant helping blue-chip companies throughout North America, Ingvar Grimsmo says you can't sell on your web site using hard-sell techniques. You have to use persuasion strategies that influence people to act.

This lively, informative workshop uses real web site examples to show how even small changes can turn your web site from an information site to a money-making site that keeps people coming back for more.



INGVAR GRIMSMO
President
J2 MediaGroup Inc.

Persuasive web sites:

- Provide value, entertainment and useful information;
- Have a format that appeals to the eye and are easy to navigate;
- Entice people to return, again and again;
- Don't irritate visitors with unrelated banners, graphics and other distractions; and
- Attract people to return to the site.

Thursday—September 21, 2000

Hyatt Regency Vancouver—Grouse Room
Registration and Light Breakfast: 7:30 a.m.

Program: 8-10 a.m.

\$16 VBT/WTC members and accompanying guests + GST

\$20 non-members + GST

EVENT #010513

- Pre-registration is required • Reservations line: 641-1248 • Fax 681-0437 • For further information, call 681-2111 or e-mail reservations@boardoftrade.com
- Tickets may be picked up at the event or at The Board's offices up to 4 p.m. the day before. • **No cancellations after Monday, September 18, 2000**
- Reserved seats not claimed within 5 minutes of posted event starting time will be resold

The Vancouver Board of Trade/World Trade Centre Vancouver, Suite 400, 999 Canada Place, Vancouver, B.C. V6C 3C1

Event #010513

Please reserve _____ ticket(s) for VBT/WTC members and accompanying guests at \$16 each + GST.

September 21, 2000

Please reserve _____ ticket(s) for non-members at \$20 each + GST.

Grimsmo Breakfast

NAME: _____ COMPANY: _____

PLEASE PRINT

ADDRESS: _____

POSTAL CODE: _____ TELEPHONE: _____

PAYMENT OPTIONS: (please complete **one** of the following)

Cheque enclosed made payable to The Vancouver Board of Trade in the amount of \$ _____

Charge my VBT/WTC Member No. _____ SIGNATURE _____

Charge my Visa Mastercard Amex No. _____ Exp. _____

*Our GST number is R108166349.