



# Cooperative Marketing: A workshop for BIDs and Planning Practitioners

Organizing, designing, agreeing...and the dreaded collecting. Join DVRPC, the Collingswood BID, and Leigh Minor Nagy from *Minor Bird Retail Therapy*, on how to make cooperative marketing effective, smart, and as pleasant as possible.

WHEN: Thursday, September 25, 2014  
8:30 AM: Breakfast and Registration  
9:00 AM: Presentation by Leigh Minor Nagy, *Minor Bird Retail Therapy*

WHERE: Scottish Rite Auditorium  
315 White Horse Pike  
Collingswood, NJ 08107

RSVP: Karen Cilurso at [kpcilurso@dvrpc.org](mailto:kpcilurso@dvrpc.org) or 215-238-2876 by September 23, 2014.

This event is pending 2 AICP Certification Maintenance Credits.

About the Delaware Valley Regional Planning Commission (DVRPC) DVRPC is dedicated to uniting the region's elected officials, planning professionals, and the public with a common vision of making a great region even greater. Shaping the way we live, work, and play, DVRPC builds consensus on improving transportation, promoting smart growth, protecting the environment and enhancing the economy. DVRPC serves a diverse region of nine counties: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey. DVRPC is the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region - leading the way to a better future.



**Cooperative Marketing: More than an Ugly Ad!**  
**A Workshop for BIDs and Planning Practitioners**  
**September 25, 2014**

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**WORKSHOP FEE: \$25 AND INCLUDES BREAKFAST AND MATERIALS.**

**PAYMENT:**

☐ **MAKE CHECK OR MONEY ORDER PAYABLE TO: DVRPC**

☐ **CREDIT CARD PAYMENT: VISA, MASTERCARD, DISCOVER (CIRCLE ONE)**

CARD NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

TOTAL AMOUNT ENCLOSED: \_\_\_\_\_

**SEND COMPLETED FORM AND PAYMENT BY MAIL OR FAX:**

Workshop c/o Classic Towns of Greater Philadelphia  
Delaware Valley Regional Planning Commission  
190 N. Independence Mall West - 8<sup>th</sup> Floor  
Philadelphia, PA 19106-1520

**Workshop questions, call Karen Cilurso, 215-238-2876**

**ALL REGISTRATIONS MUST BE RECEIVED BY SEPTEMBER 23, 2014**