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Marketing Magic

Good marketing is more than a slick ad or a well-placed billboard; it takes messaging that resonates and intentionality. Not a how-to, but a hands-on, this session will walk you through creating a realistic marketing and communications schedule that your organization can actually execute.



Leslie Galbreath

CEO, dgs Marketing Engineers and Magenta Marketing Communications

Leslie is an accredited public relations strategist with extensive experience in all facets of marketing communications. She consistently uses research and data to help global clients develop strategy, craft brand identities, sell complex products and build lifetime customer relationships. With the launch of her bold, new venture, Magenta Marketing Communications, she collaborates with businesses and nonprofits outside the manufacturing sector, blending fresh ideas with proven strategies that make lives better.

Tuesday, March 13

Crawfordsville, IN

February–May sessions are held at the
Crawfordsville Country Club
3272 County Club Rd, Crawfordsville, IN 47933

11a-2p
Lunch
Provided

August–November sessions are held at
The Inn at DePauw University
2 West Seminary St, Greencastle, IN 46135

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