

**March 20, 2018**  
**9:00am - 1:00pm**

Sheraton Springfield Monarch Place Hotel  
One Monarch Place,  
Springfield, MA 01144

**March 21, 2018**  
**9:00am - 1:00pm**

MEMA Headquarters  
1 Van De Graaff Drive  
Suite 100  
Burlington, MA 01803

## YOUR CUSTOMER NEVER GETS OLDER

### Managing an efficient, targeted, and profitable marketing plan

The only constant is change, and today everything is changing much faster than in the past – which includes your target market. Yes our target customer is still 50-60-year olds, but they are going to have different behaviors and needs tomorrow than they do now; from how you service them to how you market to them, it's all going to change.

### Is your marketing and sales team ready for these changes?

Join us as we help arm your company with the proper tools to understand and embrace your evolving target market. During this seminar we will:

- Explain what your target market might look like in 5-10 years
- Understand how to market to them in order to make your business worth more tomorrow
- Score your marketing & sales department in order to determine what changes can be made to prepare them
- Create a timeless marketing & sales process that can be implemented today and used for the next 10+ years

Don't miss out on this opportunity today because before you know it tomorrow will be here – *where will your business be?*

**ANGUS** energy | PRESENTED BY  
Danny Silverman + Mark Bloom, Angus Energy

## CUSTOMER BEHAVIOR: HOW TECHNOLOGY IS CHANGING THE WAY WE PAY

### Positioning your oil and gas company to take advantage of the mobile wave

We see it everywhere: from young professionals to retirees to teenagers, everyone is using their mobile phones all the time. But it's not just for texting and browsing—people now manage their entire lives through their phone.

### So why do we think they want to pay their energy bills with a check?

Join us as we explore the trends that are driving consumer technological behavior. We'll discuss how you can improve the customer experience and streamline your operations to take advantage of these trends

In the presentation, we'll touch on topics such as:

- How mobile phones dictate the ways modern consumers manage and connect with everyone.
- Why customers are moving away from paper and into more electronic methods of managing their bills
- How shifting demographics in home ownership are accelerating demand for new payment methods.

**AVATAS** PAYMENT SOLUTIONS | PRESENTED BY  
Avatas Payment Solutions

“ I found the scorecard to be an easy way to look at some of the most critical aspects of running a company without feeling bogged down by what to look at first. ”

Past seminar attendee

## CONTACT INFORMATION

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**Register to attend:**  
[angusenergy.com/seminar-registration](http://angusenergy.com/seminar-registration)