

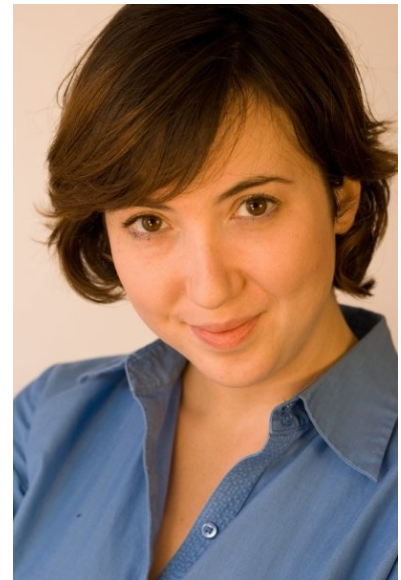
State Farm® Circle of Influence Speaker Series

"Improving Your Sales through Improv"

Melissa Bowler

Founding Member & Executive Director

Providence Improv Guild



When: Tuesday, April 5, 2016 beginning at 5:30 pm

Where: Heritage Ballroom in Tiley Hall on the beautiful campus of Indiana State University, near the corner of 7th and Cherry Streets, Terre Haute, IN

Agenda:

5:30 to 6:00 Reception/Networking Time

6:00 to 7:00 Welcoming Comments, followed by a delicious buffet dinner

7:00 to 8:30 Presentation by Melissa Bowler "Improving Your Sales through Improv"

[Note: business casual attire recommended]

Description of the Presentation:

Melissa Bowler will present "Improving Your Sales Performance through Improv" and describe how this technique can be used in training salespeople and will engage the audience in exercises to demonstrate its application.

Melissa Bowler is a founding member and Executive Director of the Providence (Rhode Island) Improv Guild, an improv school and venue that has quadrupled the improv community in Providence. She has conducted seminars on using improv in sales at other universities such as Baylor University and the University of Georgia. Her corporate clients include AT&T and Hasbro Hospital. Her partnership with Bryant University's sales program received the 2014 National Conference in Sales Management Best Sales Teaching Innovation award.

Join us to hear Melissa explain how to use the techniques of improv to increase sales performance and experience the concept in action.

The Financials:

Your investment is only \$75.00 per person or you can become a sponsor of this event (see other side). You will have a delicious buffet dinner, hear Melissa present "Improving Your Sales Performance through Improv," and have a chance to practice some of her techniques with ISU students. In addition, a networking reception with ISU students interested in sales careers and/or internships will be held from 5:30 to 6:00. Due to the generosity of State Farm and our other sponsors, the dinner and program will be **free of charge for ISU students**.

Training Opportunity

Melissa will be conducting additional 2-hour long training workshops during her visit to the ISU campus on how to use improv in your selling process. The cost is \$50 per participant. Space is limited to 20 participants per session with event sponsors receiving priority registration. Call today for details!

RSVP prior to March 25 required - make yours today!

For questions/reservations, contact Dr. David Fleming, Director, [Sales and Negotiations Center](#), Indiana State University, at david.fleming@indstate.edu or call us at 812-237-2286.



Scott College of Business
Sales and Negotiations Center

Platinum Sponsor:



State Farm® Circle of Influence Speaker Series

“Improving Your Sales through Improv”

Melissa Bowler

Founding Member & Executive Director, Providence Improv Guild

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Where: Heritage Ballroom in Tirey Hall on the campus of Indiana State University, Near the corner of 7th and Cherry Streets, Terre Haute, IN

Audience: We expect over 175 people to attend – all with an interest in their professional development as sales or marketing professionals!

SPONSOR THIS EVENT!

Platinum Sponsor: Already Sold to State Farm – Thank You!

Gold Sponsors -- \$3,000

Your Benefits:

Only 3 available

- One year membership as a **Partner** (\$2,500 value) of the ISU Sales and Negotiation Center including an executive serving on the Sales Advisory Council (*new partners only*)
- Opportunity to provide a full-page ad (jpeg format) for event program (deadline 3-15-16)
- Opportunity to display your own signage during the event
- Table top display space available in prime location upon request during 5:30 to 6:00 Social time
- Recognition from the podium for your Gold Sponsorship
- Logo displayed on prominent signage (~ 2' x 3') during entire evening event
- Substantial recognition as Gold Sponsor in program
- Up to 6 free tickets for entire evening on April 8th program at Heritage Ballroom

Silver Sponsors -- \$1,000

Your Benefits:

- One year membership as a **Friend** (\$400 value) of the ISU Sales and Negotiation Center
- Opportunity to provide a half-page ad (jpeg format) for event program (deadline 3-15-16)
- Logo displayed on prominent signage (~ 2' x 3') during entire evening
- Significant recognition as Silver Sponsor in program
- Up to 5 free tickets for entire evening

Training Sponsors -- \$750

Your Benefits:

Only 2 available

- Listing as Training Sponsor in program
- Up to 5 free tickets for additional 2-hour training session with Melissa
- Training time with ISU Students
- Up to 5 free tickets for entire evening

Bronze Sponsors -- \$500

Your Benefits:

- Opportunity to provide a one-fourth page ad (jpeg format) for event program (deadline 3-15-16)
- Listing as Bronze Sponsor in program
- Up to 4 free tickets for entire evening

Sponsorship requests must be received before March 1!



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Contact: Dr. David Fleming,
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