

# Marketing Master Class

## For Yoga Teachers

- Growing and thriving a yoga business
- Differentiating your services
- Promoting to your audience
- Managing the marketing budget
- Optimizing your marketing spending



@ Benders Yoga

Your Marketing Guide:

## Kim Medynsky, MBA, AGDM, B.Ed, AAD

Kim brings over 25 years in marketing across agency, corporate and consulting. She has founded and led two businesses, managed multinational brands with multi-million dollar budgets and launched new products that received Best New Product Awards. Kim has written monthly columns in Canadian Grocer and Marketing Magazine, taught at Western, Fanshawe and Guest Lectured at Schulich's Executive Marketing Program. Kim's work has been Published in the Canadian Marketing Association (CMA) FactBook and the Report on Business in the Globe & Mail. Kim is a Yogini too!

**Saturday January 19, 2019**

9:30 am - 11:30 am

**\$70 (+HST)**

Space is limited

**Early Bird Discount (Save HST)**

Register by January 4, 2019 and SAVE HST