



# ACG Best-at-Breakfast

An Exclusive Event for the Members of ACG

The Best-at-Breakfast series features an in-depth assessment of a specific topic related to corporate growth. These members-only sessions are designed to give an intimate group of corporate executives the chance to hear from a speaker with first-hand experience and powerful lessons learned.

## JANUARY 21, 2011

Breakfast/Networking begins at 7:15 a.m.

Program begins at 7:30 - 9:00 a.m.

**First Financial Bank** Rookwood Pavilion, 4000 Smith Road, Fourth Floor, Cincinnati, OH 45209

**FREE TO ACG MEMBERS ONLY**

### Make the Most of Your Company Website

**FEATURED SPEAKER:** Michael Loban - VP and Co-Founder - InfoTrust, LLC

**FACILITATED BY:** Natalie Galbato - Convergys - ACGC Best at Breakfast Committee Member

**ABOUT OUR PRESENTER:**



Michael Loban is a VP and co-founder of InfoTrust, LLC, a digital marketing and web development agency that helps organizations analyze, increase and convert web traffic.

Michael strives to be an engaged member of the Cincinnati community, serving on the boards of several charities and foundations. He has been featured in a number of publications, and is one of the co-authors of the upcoming book on leadership; he addressed the topic of emerging leadership and the impact of social media and digital world on current leadership practices in the business world.

He conducts dozens of trainings and seminars specializing in speaking on the topics of social recruitment, HR marketing, digital marketing, web analytics, ROI of online advertisement and the use of social media for business.

**ABOUT THE PROGRAM:**

**Join us as Michael shares 10 Ways to Improve Your Website Conversion.**

*Every company has a website, but not every website does a good marketing job. Michael will cover ten tips that help improve your company's website's conversion rate, and help turn visitors into prospective leads.*

**Attendance is limited to the first 20 ACG members registered.**

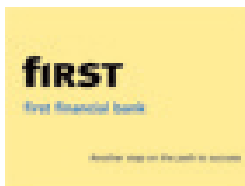
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