

## **“A Program for the times” Seminar Thursday, April 30, 2009**



**Roy Osing**  
**President & CEO**  
**Brilliance for Business**

**Roy Osing** is an internationally recognized business consultant, senior executive leader, and author of the new book “*BE DIFFERENT or Be Dead: Your business Survival Guide*”. With over 30 years experience creating and building business, he possesses in-depth knowledge of what it takes to immunize organizations from failure and catapult their performance to extraordinary levels.

Visit Roy's book website  
[www.bedifferentorbedead.com](http://www.bedifferentorbedead.com)

Every participant will receive a copy of Roy's Book.

**Registration is limited!**

**Prize Draw:**

One lucky participant will win a Blackberry Smartphone from TELUS.

### **A Tough Economy Demands a *BE DIFFERENT* Business Strategy!**

### ***BE DIFFERENT* or Be Dead: Your Business Survival Guide**

Presented by:



Never has it been more important to carve out a unique place for your organization in the market than it is today. The global economy is in trouble and regional and local economies are as well. Consumers are more deeply in debt than ever and are spending fewer discretionary dollars. Competition for the scarce dollar is intense as businesses jockey for the winning formula to attract customers, remain profitable and survive in this challenging environment.

Organizations that are able to win this battle will **BE DIFFERENT** from their competitors. They will survive the scrutiny of the discriminating customer by providing compelling and unmatched value. Those that have no unique identity simply will not make it.

TELUS is proud to bring this learning opportunity to your community, together with the BC Chamber of Commerce, as a part of an ongoing effort to support Canada's entrepreneurs and local businesses. As part of this seminar, learn how you can access TELUS business tools, resources and market insights to help you develop an actionable *BE DIFFERENT* strategy.

**Thursday, April 30, 2009**

Registration: 7:15 am

Hot Buffet Breakfast: 7:30 am

Seminar: 8:00 – 9:00 am

**Watermark Restaurant**

**1305 Arbutus Street, Vancouver**

\_\_\_ \$25.00 plus gst (Member)

\_\_\_ \$30.00 plus gst (Non Members)

**No Cancellations After April 18, 2009**

Register On-Line: [www.kitsilanochamber.com](http://www.kitsilanochamber.com)

**SEE E-MAIL FOR REGISTRATION LINK**