



Laboratory Products Association

2019 LPA Sales & Marketing Workshop Digital Marketing - What's New & What Works!

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The Laboratory Products Association (LPA) will hold a Sales & Marketing Workshop on September 18 at the Downtown Marriott in Philadelphia, Pennsylvania. Presented by Alex Oliveira, a hands-on leader of multiple successful companies, Alex has helped clients advance their businesses and brands by building and executing interactive marketing campaigns for over 15 years.

In this full-day workshop tailored for the LPA, Alex will present proven strategies that will help members use cutting-edge digital marketing disciplines to help them gain visibility and increase engagement with their brand. Attendees can expect to gain actionable insights into social media marketing, SEO, content marketing and more.

This program focuses on sales & marketing professionals and company leaders as they seek to optimize their digital marketing impact and stay current in today's methods. The setting will allow for plenty of dialogue and peer networking, maximizing the learning experience, as well as your LPA Membership.

Join us September 17, the night before the workshop, for a complimentary happy hour from 6-7pm and bowling at Lucky Strike, where the LPA has reserved bowling lanes and light appetizers from 8-10pm for attendees to get to know each other before the workshop. These events are optional and are included with your registration.

The LPA has a limited block of rooms at the Downtown Marriott on Tuesday evening, with upgrades available (inquire with reservations). For more information on the speaker, schedule, and hotel reservations, please visit www.lpanet.org/workshops.

The Laboratory Products Association (LPA) was founded in 1918 as the Scientific Apparatus Makers Association. Its member companies are manufacturers and distributors of lab products and services such as glass and plasticware, chemicals, equipment and supplies used in scientific research and applied science and life science worldwide.

For more details, go to www.lpanet.org/workshops