



## Business Accelerator Webinar Series

# March 11<sup>th</sup>: Show me the Money!

- **Have a great innovative or technical product and you want to boost revenues?**
- **Interested in how your company can benefit from digital media and technology trends?**

This webinar will focus on digital media, technology and innovation companies in the monetization of software/applications as well as present ideas on turning new trends into opportunities. The event keynote Rochelle Grayson [www.rochelle.ca](http://www.rochelle.ca) will be presenting proven methods to monetize innovations, particularly in the digital media, web and software worlds – in short, how to ensure companies make money with their products in today's market.

**Her expertise and dynamic presentation style make this a must attend event!**

[Click here](#) to register

**Presenter:** Rochelle Grayson <http://www.rochelle.ca>

**Date:** March. 11<sup>th</sup>, 2010, 12- 1 p.m. plus Q&A

**Cost:** free

**Register:** click to [register for webinar](#)

Contact [www.kast.com](http://www.kast.com) 1 250 483 5053 with questions

### **About Rochelle Grayson**



Most recently, I was the Acting President of New Media BC and prior to that, President of Work at Play. I like to make sure my projects are lean, mean, moneymaking machines! All this can be summed up in one famous statement by one infamous movie star: **Show me the money!** I am equally comfortable discussing social media trends, virtual goods monetization models, micro transactions, the future of virtual worlds and MMOGs, and web 2.0 technologies. Since 2008, I have been nominated as one of Canada's Top 100<sup>TM</sup> Most Powerful Women, named one of Business in Vancouver's Top Forty under 40, named one of Vancouver's Top 10 Technology Women and received the Canadian Women in Communications' Trailblazer: Excellence in Leadership Award.

**Online accessibility:** these workshops and sessions are offered online. So you can learn and interact from your home or office **PRE REGISTRATION IS REQUIRED FOR ALL WEBINARS – register early to avoid disappointment**

