



## Hometown News Online!

**I'm Pirating  
Hometown News  
while Sylvia is  
Out of Town**



**While Sylvia Allen is away planning a Brew Fest, I've decided to take over this account to remind everyone about Sylvia's Speaking prowess.**

**- Carol Silver  
Sylvia's Booking Agent  
Allen Consulting**

### **Quick Links**

[Sylvia's books](#)

[Sylvia's Children](#)

**Where In The World Is  
Sylvia?**



September 7, 2016

**How many speakers have you had that were dull, boring, tedious, BUT knowledgeable? W-A-Y too many ... look at your last evaluations .... talk to your attendees.**

Why not have a speaker that is *knowledgeable* (first criteria!) but also *entertaining* and *funny* AND who provides a *delightful learning experience*? As a marketing and sales expert with her own business for almost 40 years, Sylvia Allen has some topics that she LOVES to share with your people.

∞ **SPONSORSHIP:** Having trouble selling sponsorship for your assets, your events, your trade shows, your seminars ... you've got the picture! Sylvia has an easy to follow, easy to understand system that guarantees greater sponsorship sales. (It's a formula that works for advertising as well!)

**"We hired Sylvia to handle our expo sales and sponsorship. In one month she generated in excess of \$60,000 in sponsorships and for the trade shows (June, September and January), she succeeded in bringing in ten vendors that had never worked with us before. She has a unique style that gets people to say yes... she is diligent, tenacious, understanding of the client's needs and a definite closer.**



Now - October 29 ...  
Farmers' Market every  
Saturday, Aitkin, MN

September 10 ...  
Brewfest, Aitkin, MN

September 14... Main  
Street Ohio

October 5-8 ... NRPA,  
St. Louis, MO

November 10-22 ...  
Christmas in Uganda



Give her a project... she will deliver 150%."

- Dean D'Ambrosi, COO NAPL/NAQP/AMSP,

[napl.org](http://napl.org), [amsp.org](http://amsp.org)

∞ **SALES:** How effective is your sales team? What are their personalities and how do they deal with others who do not have the same characteristics? Working with the DISC program, Sylvia can lead your people through an exercise that will, first, identify their personality style and, second, identify with whom they are compatible and/or incompatible. It's fun!

"I attended one of [Sylvia Allen's] seminars. It was one of the best I have ever attended over the past 30 years in the Travel Industry. Pure Genius."

- Steve Welch, American and Canadian Lock Tours

∞ **PUBLIC RELATIONS:** You have a great organization, BUT nobody knows about it! What is your public relations strategy, how do you measure the effectiveness, what elements have you tapped into that will create interest and awareness of your organization thereby attracting new members and getting greater visibility in front of potential sponsors?

"I had the great pleasure of working with Sylvia Allen. Sylvia is tireless, passionate, tenacious, and an expert in her field. Her drive and competence are only matched by her entrepreneurial energy and wit. Time and time again, Sylvia brings a fresh perspective and a unique aspect that deliver the highest ROI for her clients."

- Jeffrey Pedone, President, Owner

Silver Lining Consulting, LLC

∞ **NETWORKING:** Everyone says they do it BUT ... do they really? This session gives attendees the confidence to talk to anyone and to turn that conversation into a sales opportunity.

"Sylvia is among the most knowledgeable people I have ever met in the sports marketing business. Not only does she bring big picture strategic planning and marketing best practices to every client issue, but she also has the activation experience to ensure that recommended concepts are practical and financially viable."

- Douglas Pirmie, PRISM

Of course, there is always the option of private coaching and telephone consults on any of these topics, particularly if they relate to a specific situation.

Interested? Let's talk! May I have Sylvia call you? I am starting to book her calendar for the first quarter of 2017.

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