



Integrated Marketing for Optimal Success

Presented by:

Claudine Donikian, JD, MBA

President & CEO of Pentera, Inc.

Tuesday, February 8th

Wolferts Roost Country Club | 120 Van Rensselaer Blvd. | Albany, NY

Program Details

*****NEW*****

10:30 a.m.

Nuts & Bolts

“Creating a Planned Giving Program”

Essential concepts to successfully evolve and sustain the Marketing of your Program presented by Garry E. Malone, Gift Planning Services, LLC

11:30 a.m.

Registration & Buffet Lunch

12:10 p.m.

Program: Speaker, Claudine Donikian, JD, MBA

1:45 p.m.

Questions/Comments



About our Presenter and Program

Claudine Donikian is the second generation at the helm of Pentera, Inc. Born in Albany, Ms Donikian graduated from Indiana University, received an M.A in French from New York University, and a JD and MBA from Boston College. She is an active member of PPP, PGGNE, and PPGNY. Her charitable service includes board membership of the Massachusetts Children’s Trust Fund, and member of the Boston Museum of Fine Arts steering committee and council. As an adjunct professor of French Language, Ms Donikian has served Boston-area colleges, corporations, and adult education programs where she has been regarded as one of the most-motivating instructors.

“Integrated Marketing for Optimal Success!” A highly creative and analytical professional, Ms Donikian will present important donor market research and marketing program integration of seven real world strategies to most effectively shape success. Drawing from Pentera’s client research and utilizing current e-marketing trends, Claudine Donikian will help you to envision most effective methods to strengthen donor relations in today’s fast paced, changing world of philanthropy. Come learn about integrating of the seven concepts for optimal success which you will be able to immediately apply to your program.

**To register and obtain additional program details please go
to www.gpgnny.org**

Program Sponsor



*****WALK-INS WELCOME*****

Registration Deadline: Friday, February 4th

GPGNNY Payment and Refund Policy

Payment:

If you register to attend a program, payment at the door is required. If you register, but do not attend, you will be invoiced at the non-member rate.

Individuals with unpaid balances from prior programs will be required to satisfy past due balances and pay in advance to attend future programs.

Refunds:

Full refunds will be issued for cancellations **received by or prior to the registration deadline**. No refunds will be issued for cancellations received after the registration deadline.