



TECH 2017

THE LATEST TECHNOLOGIES, TRENDS, SERVICES AND TOOLS EVERY BUSINESS NEEDS TO KNOW

A Presentation by GENE MARKS

Video, cloud accounting, mobile tech, office collaboration techs, customer relationship management... these are only a few of the major technology trends that are having a significant impact on how we do business, generate leads, sell and service our customers.

Join Forbes technology columnist Gene Marks for a review of the hottest technologies that smart business leaders are investing in today. Gene will discuss how innovative companies are using technologies to increase their sales, control their finances, expand their online presence, find/manage/compensate their people and service their customers. Gene will also take a forward look at up-and-coming technologies that will affect this industry over the next decade. Bring your notepad and make sure your batteries are charged!

During this session we'll discuss how smart business owners and managers are:

- Increasing revenues from their existing customers using customer relationship management technology;
- Reducing exposure to data breaches and other losses by selecting and implementing the right security applications;
- Improving employee productivity with the latest collaboration and communication tools, and getting the most from these

tools using best practices;

- Maximizing investments and growing businesses with cloud, mobile and social media technologies;
- Minimizing overhead and structural costs with new services that perform back office operations more efficiently;
- Using web-based services for lead generation and marketing that generate more revenues;
- The benefits of moving accounting operations online so you can handle billing, pay-

ments, cash management from any device wherever you are.

- The benefits, costs, risks and rewards of outsourcing, including the latest technology tools to manage your outsourced contractors.
- The newest and innovative cloud based technologies that are helping companies of all sizes recruit, manage, compensate and make them more attractive to the millennial workforce.

Are your members using the right technologies?

Gene's presentations help business owners & managers look ahead, making sure they are educated on critical issues affecting their industries.

Book Gene for your keynote or breakout session



CALL CARYN TODAY
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See Gene in Action www.GeneMarks.com



GENE MARKS

Gene Marks is a columnist, author, and small business owner.

The Washington Post **Forbes Inc.** **FOX BUSINESS**
THE HUFFINGTON POST **Entrepreneur.com** **msnbc**

Gene writes every day on business, politics and public policy for the Washington Post and weekly for Forbes, Inc. Magazine, Entrepreneur and the Huffington Post.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is The Manufacturer's Book of Lists.

Nationally, Gene frequently appears on Fox News, MSNBC and CNBC discussing matters affecting the business community.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies so they can make profitable decisions.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

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"Dear Caryn, We are still working on finalizing the conference evaluations but I can tell you that Gene was a huge hit. I commented "what a way to close the conference." I will definitely be back in touch with you with some of their comments. Can you send me a list of topics and titles of presentations that Gene gives? I am looking at other opportunities. It has been such a pleasure to work with both of you.

—Lynn Smith, Manager of Meetings & Exhibitions
American Foundry Society

Caryn, Gene was awesome and we are so glad to have had him. I have pages of notes myself!

—Michelle Yungblut, VP of Training & Certification
Electronic Security Association

Thank you Gene — you hit a home run for us again this year!

—Patrick Shay, Director
National Shooting Sports Foundation

If you would like additional testimonials, please email caryn@marksgroup.net