



TECH 2019

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



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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 Entrepreneur.com

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

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 and—most importantly—the actions they can take to continue to grow and profit.

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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Gene was a huge hit. I commented "what a way to close the conference."

—Lynn Smith, Manager of Meetings, The American Foundry Society (AFS)

Our group enjoyed Gene—his was the highest rated presentation at PEMA's Annual Meeting.

—Susan A. Denston, QAS, Executive Director, Process Equipment Manufacturers' Association

Our group thoroughly enjoyed Gene's presentation. He was the perfect combination of wit, humor and breadth of topic—and he executed it with great balance.

—Andrea Schnelten, MSW Director, Meetings & Membership, Farm Equipment Manufacturers Assoc.

Wow Gene! You were a total hit with the four hundred plus attendees at our NPSA Conference and Trade Show presentation in West Palm Beach. You fulfilled all the expectations that our group could have ever imagined. Additionally, as the mark of every great speaker, you left the group wanting more. You were spot on with your content, delivery, and relevance to what was important to our group.

—Mark Graham, Owner, The Advice Store LLC, Chairman, NPSA Conference Committee



If you would like additional testimonials, please e-mail caryn@marksgroup.net