

Gockley Associates

Contact: Pamela Gockley
Phone: 610-916-3652
info@pamelagockley.com

FOR IMMEDIATE RELEASE

LOCAL BUSINESSWOMAN SELECTED AS PRESENTER AT TRADE SHOW IN ORLANDO

Two seminars to be conducted by Pamela Gockley of Gockley Associates

Reading, Pa., January 5, 2012 - The Advertising Specialty Institute (ASI), a trade and educational group for the advertising specialty industry, has chosen Pamela Gockley of Gockley Associates, Reading, PA. to present two educational seminars on January 17, 2012 at its Orlando, Florida trade show. The Orlando show is expected to feature more than 900 vendors from the advertising specialty industry.

The hour-long seminars, titled "Close That Sale: Learn Proven Negotiation Tactics" and "Your Brand in Cyberspace: Create a Killer Online Presence", are part of the continuing education services provided by ASI to its more than 25000 member companies.

ASI has also selected Gockley to present these and similar seminars at its upcoming shows to be held later in 2012 at Dallas, TX, San Diego, CA. and New York, NY.

Pamela Gockley has over 15 years experience in Internet marketing, training and web site development. She and other professionals with expertise in sales and marketing formed Gockley Associates in 2004. Gockley Associates presents seminars and training to companies and individuals in Berks County, the Lehigh Valley, and other areas. Gockley Associates is a division of Vigilant Corporation, Reading, Pa. More information can be found at www.PamelaGockley.com.

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If you'd like more information about this topic, or to schedule an interview with Pamela Gockley, please call 610-916-3652 or e-mail Pam at info@pamelagockley.com.