



FOR IMMEDIATE RELEASE

IICRC Offers Marketing Clinic for Cleaning and Restoration Business Owners

LAS VEGAS – Nov. 30, 2017 – The IICRC announced today it will host a one-day Totally Booked University Strategic Marketing Mini-Clinic for those in the inspection, cleaning and restoration industry. Featuring discussions to help business owners and managers grow their businesses, the event will take place from 8 a.m. – 5 p.m., Jan. 31, 2018 at the IICRC’s Global Resource Center in Las Vegas.

“We’re always looking for ways to help our registrants grow their businesses,” said Pete Duncanson, IICRC Chairman. “This strategic workshop will offer attendees best practices for marketing their services, and provide tips for identifying and retaining new customers.”

Hosted by Jeff Cross, executive editor of Cleanfax and the creator of Totally Booked University, the Strategic Marketing Mini-Clinic will feature insider strategies for use on social media, company websites and other online tactics – including referral marketing – to get more customers, more jobs and more revenue.

“We put together a full day of business building tips and strategies with proof on how they work and how cleaners and restorers can reach more customers and book more jobs,” said Cross. “This workshop is a great way to spend the day with top-level business owners from across the country and share ideas that work.”

Registration for the Marketing Mini-Clinic is \$299 for general registration, \$199 for IICRC Certified Firms and includes lunch. To register, visit <http://iicrc.site-ym.com/event/MarketingMiniClinic>.

To view the event addenda, visit

http://www.carpetcleaningrestorationmarketing.com/uploads/1/3/0/4/13049130/iicrc_vegas_workshop_agenda.pdf.”

About IICRC

The IICRC is a global, ANSI-accredited Standards Developing Organization (SDO) that credentials individuals in 20+ categories within the inspection, cleaning and restoration industries. Representing more than 54,000 certified technicians and 6,000 Certified Firms in 22 countries, the IICRC, in partnership with regional and international trade associations, represents

the entire industry. The IICRC does not own schools, employ instructors, produce training materials or promote specific product brands, cleaning methods or systems. For more information, visit www.iicrc.org.

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