

Learn the Science of Ethical Persuasion.

You'll gain powerful and enduring understandings about ethical influence and persuasion you can immediately use to enrich your business and personal life.

The Local Chapters of IMC, The Institute of Management Consultants, and the American Marketing Association proudly present a half-day seminar with Dr. Robert Cialdini, the foremost social psychologist/ scientist in the fields of ethical persuasion, compliance and negotiation.

When: April 22, 2004 8:30am to 1:30pm

Where: Brookhaven Country Club (lunch will be included)

Information: For more information please contact Darren Smith at seminar@velocityevents.com or visit our Web site at www.IMCDFW.org to register. **Cost:** Before April 1 \$199, From April 1 through April 14 \$249, From April 15 through April 22 \$299

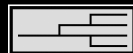
Meet the Master

- Dr. Robert Cialdini, author, *Influence: The Psychology of Modern Persuasion*
- Distinguished Professor — today's most cited living social psychologist
- "Breakthrough Ideas for Today's Business Agenda," says Harvard Business Review

Seating is limited.
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