

The BCT Group Sponsors a Northern Virginia Technology Council Lead Generation Technology Forum

April 10 Event to Help Businesses Fast-Track Marketing Objectives, Utilize Automated Marketing and Lead Generation Software

FALLS CHURCH, VA, March 21, 2014 — The BCT Group, a leading website and communications company, announced today that, as a silver sponsor for the Northern Virginia Technology Council (NVTC), it is presenting a special event on behalf of the Business Development, Marketing & Sales Committee. "Lead Generation Technology Forum - How to Maximize Your Pipeline" will be held on April 10 in the main auditorium of the ICF International building in Fairfax, Va. from 7:30 to 9:30 a.m. This informative session was created to help business owners determine what automation software is right for their company, as well as how to reach sales prospects and engage them with the use of technology.

The distinguished panel of industry experts and end users will discuss how to attract and engage potential clients, create a connection to your brand, drive two-way conversations, track behavior, nurture the relationship and convert leads into sales – eliminating the confusion around automated marketing and lead generation solutions.

According to Don Lyles, Northrop Grumman's director of Program Development Operations and chair for NVTC's Business Development, Marketing and Sales Committee, "This exciting panel discussion is back by popular demand as a result of rave reviews from an earlier marketing event. It combines the greatest interest areas for our NVTC members – building robust sales pipelines and the use of various technologies for getting there."

Patrick Smith, senior vice president of marketing for Deltek, said, "Today's marketing automation software is extremely powerful, and it is relatively easy to get up and running quickly on these systems. If used effectively, marketing automation can deliver ROI-based reporting and help grow pipelines for marketing organizations of all sizes. This panel event allows us to share our knowledge and to help the audience fast-track their efforts to reach their marketing objectives."

For more information and to register for this informative event, please visit the event calendar at www.nvtc.org.

About the BCT Group

The BCT Group is a leading website and communications company assisting Mid-Atlantic businesses with growth acceleration and competitiveness. Its unique offerings combine premier branding and communications services with technology solutions, providing a single source of service for its clients. Clients also enjoy 20-30% savings over most competitors via The BCT Group's unique delivery model. To learn more, please visit www.theBCTgroup.com.

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