



FOR IMMEDIATE RELEASE

**SULLIVAN SPEAKER SERVICES'
NEWEST PRODUCT SHOWS
EXPERTS HOW TO
"BECOME SPONSOR SAVVY"**

TEMPE, Ariz. January, 2005 – A leader in market strategies for both experts in virtually every field and hundreds of brand connoisseurs, Sullivan Speaker Services has launched its newest product, the five CD-set BECOME SPONSOR SAVVY, a timely entry that capitalizes on the current, blazing corporate sponsorship market.

Vickie Sullivan, president of Sullivan Speaker Services, says, "Even in a tight economy, corporate America is cumulatively paying millions of dollars for experts who can help them engage their customers and engender goodwill in their target markets. This program successfully prepares, jumpstarts and launches experts into this hyper-competitive sponsorship marketplace."

With BECOME SPONSOR SAVVY, users receive a deeply-detailed, no-holds-barred and unprecedented system that focuses on market conditions, insider secrets, specific tactics and winning techniques that squarely outfit the participant for positioning expertise that will secure lucrative sponsorships.

The final CD in this program features a manual with nearly 250 pages of class notes, transcripts, FAQs, and a coveted template for queries and proposals.

As president of Tempe, Ariz.-based Sullivan Speaker Services, Inc., Vickie Sullivan is nationally recognized as the top market strategist for experts on the professional speaking circuit. She speaks throughout the U.S. and Canada about speaker selection trends in high-fee markets and strategies that position experts for those venues. Her market intelligence updates are distributed to experts in the U.S. and 17 countries. She has served twice on the editorial board for Professional Speaker magazine, and her articles about the speaking market have been published in other publications such as Presentations magazine and the Handbook of Business Strategy. Sullivan also has been quoted in mainstream media such as Fortune.com, The New

York Times and Investor's Business Daily. Last year, she was appointed to the prestigious John F. Kennedy School of Government Women's Leadership Board.

For more information and pricing for these and other products and services, visit <http://www.sullivanspeaker.com>

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