



## National Book Network Davida Breier

Davida has over 10 years experience working with independent presses. She is currently the Director of Marketing for NBN and oversees marketing programs including advertising, trade shows and sales conferences. Davida also writes the seasonal *News Breaking Now* client newsletter and is the Account Manager for several NBN publishers. Davida started with Biblio Distribution (NBN's sister company) in 2003 as its Sales and Marketing Director. Her background includes writing a book for a non-profit in 2001, working at a retail bookstore, and a degree in graphic design, so she offers a rounded set of professional experience.

She's organized, prepared and very informed. She gets across new and important information with a lot of snap - so people can grasp it, remember it, and use it.

Her presentation is entitled: **Distribution: Do I need it? How do I get it?**

She discusses:

What is a distributor?

Is distribution right for your company?

Evaluating your sales channels – where would a trade distributor fit into that?

How do I impress a potential distributor?

Once signed, how do I work with my distributor?

Why do data and details mean more than expensive marketing?

An overview of marketing materials you will be asked to provide your distributor

If you'd like to invite Davida to speak at your next function please contact her at [DBreier@nbnbooks.com](mailto:DBreier@nbnbooks.com) or (301) 459-3366 ext. 5513.

(There is no fee or travel expense reimbursement required.)