

Creative Strategist Says Stop Thinking Outside The Box

Sacramento, CA, April 2013 – In demand technology author Karl Palachuk encourages Managed Service Providers to reboot their business for the current economy – and his guest keynote speaker Creative Strategist John Armato challenges the IT community to think INSIDE the box to do it.

Palachuk has invited Armato to address the community in a virtual (online only) conference that will run 9:00 AM to 3:00 PM Pacific on June 25-27, 2013.

Armato brings 17 years public relations experience, to include his work at Fleishman-Hillard – one of the world's largest public relations firms. He has won dozens of awards and his portfolio of clients includes Hallmark, H&R Block, Visa, E. & J. Gallo Winery, the United States Interagency Council on Homelessness and the Egyptian Tourism Authority.



Armato explains that his passion is facilitating the creative process. He asks “Who hasn’t been told to ‘think outside of the box’? The intent is great, but over time the concept has come to imply the ability to pluck ideas from nothingness, which is to believe in magic, not the creative process.”

Palachuk is impressed by Armato’s blog *Think Inside The Box*. He says “Armato advises that when you ask people to think outside the box it creates intimidation, anxiety, and insecurity. Yet creativity has never been more important in the careers of individuals, the success of organizations, and the future of communities”. Palachuk adds that Armato’s contribution to the online conference is “to show professionals who are not necessarily professional ‘creatives’ how to practically approach the creative process”.

Conference attendees can choose to listen live to the conference or obtain access to recorded sessions.

Monica Caraway, Marketing Manager at Great Little Book, says “We will feature 8 of the best business and technology speakers in the U.S. and U.K. The overall aim of the conference is to instruct on the modern fundamentals of managed and cloud services.”

Sessions include: *The Financial Realities That Will Kill Your Company – How To Restructure, Standard Operating Procedures & Best Practices, Demystifying QuickBooks For MSPs, Promotion And Marketing Excellence, A How-To On Redefining Your Business*, and more!

Palachuk will incorporate Live Q&A Sessions with conference attendees. More information about the conference can be found at smbonlineconference.com.

About Small Biz Thoughts:

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