



**INSIGHT CONSULTING PRINCIPAL PEGGY MORROW  
SPEAKS AT WOMEN & MINORITY BUSINESS CONFERENCE**

**Hoffman Estates, Illinois, March 24, 2005** – Peggy Morrow, principal of Insight Consulting, LLC, presented insights for developing a marketing plan to 150 attendees at the March 24<sup>th</sup> Women & Minority Business Conference, sponsored by the West Cook Consortium of Chambers, Triton College and the Cook County President's Office of Employment Training (POET).

Speaking on the topic of "What's a Good Marketing Plan," Morrow provided tips and strategies for developing the three main sections of a marketing plan: industry and market analysis, marketing strategy, and the promotions plan. She stressed the value of understanding the market, competitors, and customers before launching a marketing program and provided several sources of information.

The full day event, which focused on helping businesses grow and succeed, was held at Triton College in River Grove, Illinois.

Insight Consulting, LLC provides a full range of marketing services, including marketing plans, business plans, and marketing communications, and serves businesses of all sizes, across all industries. With more than 20 years of experience in marketing and strategic planning, along with the value of an "insightful outsider" view, Insight Consulting helps businesses grow and achieve their goals.

To learn more about Insight Consulting's range of services, visit their website at [www.insightactionimpact.com](http://www.insightactionimpact.com).

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