



**For Immediate Release  
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**Contact:**

Mary Rownd  
American Marketing Association  
(312) 542-9000  
[MRownd@ama.org](mailto:MRownd@ama.org)

Parker H. Trewin  
Genius.com Incorporated  
(650) 931-1375  
[ptrewin@genius.com](mailto:ptrewin@genius.com)

Will Stickney  
Horn Group, Inc.  
(415) 905-4025  
[wstickney@horngroup.com](mailto:wstickney@horngroup.com)

**American Marketing Association and Genius.com to Partner on Webcast  
Featuring Noted Author Geoffrey Moore**

**San Mateo , Calif. and Chicago, (September 1, 2009)** – The American Marketing Association and Genius.com Incorporated®, the leading on-demand provider of B2B marketing solutions for sales and marketing professionals are partnering on an upcoming webcast. The live event, entitled, “Stop Wasting Money On Leads. Start Generating Opportunities.” will feature marketing visionary Geoffrey Moore on September 16 at 12pm Central Time. A full description can be found at [www.marketingpower.com/webcast](http://www.marketingpower.com/webcast).

“Geoffrey Moore is a marketing thinker who continually challenges conventional wisdom with new ideas that provide added depth to the marketer’s playbook,” said Nancy Costopolous, Chief Marketing Officer of the AMA. “We are delighted to partner with Genius.com on this upcoming webinar where Moore will show marketers how to compete in the Sales 2.0 world”.

“We’re looking forward to co-hosting this important event with the AMA, the country’s most influential and prestigious marketing organization,” said David Thompson, CEO & Co-founder, Genius.com. “Their participation underscores the value of Moore’s provocation-based selling techniques for not only sales but the marketing community as well.”

**About the Webcast**

The upcoming webcast provides a detailed look at what companies should be doing after they’ve successfully provoked new insights with their customers. The webcast will detail Sales 2.0 strategies, including lead nurturing and a timely mix of automated and personal interactions, to ensure that no money is wasted with ensuing marketing programs. The webinar will show attendees how to successfully:

- Use provocation based selling to drive interest
- Create results-driven demand generation programs in a Sales 2.0 World
- Develop Measurable, Repeatable, and Predictable marketing programs
- Detail when to automate conversations and when to personally engage with prospects

Visit [www.marketingpower.com/webcast](http://www.marketingpower.com/webcast) for more information and enrollment.

**About Genius.com®**

Genius.com is the leading provider of sales lead management and demand generation solutions that enable both marketing and sales users to quickly identify and connect with their best prospects, without IT. Genius.com is a Sales 2.0 leader with over 500 corporate customers who use Genius solutions to automate email marketing and lead nurturing campaigns that deliver the most qualified leads directly to their frontline sales reps, so they can immediately follow-up on their best opportunities.

Genius.com is a privately held company funded by Accel Partners, Mohr Davidow Ventures, Emergence Capital, and Walden International, with headquarters in San Mateo, CA. For more information, visit [www.genius.com](http://www.genius.com).

**About the American Marketing Association**

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day for to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers over 30,000 strong. With experience in producing more than 600 webcasts, the AMA is the leader in delivering marketing webinars, surpassing all others in frequency and diversity of topics. Thousands of marketing professional rely on these bi-weekly events for information, ideas and insights they use everyday. For more information on the American Marketing Association, please visit [www.MarketingPower.com](http://www.MarketingPower.com).

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