



American Marketing Association
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TRAINING SERIES
TECHNOMARKETING:
*Using the Tools and Technology of Tomorrow
 to Reach Your Customers Today*

BOSTON, MA JANUARY 29-30
 SAN DIEGO, CA FEBRUARY 12-13
 CHICAGO, IL MARCH 5-6

To register visit www.MarketingPower.com/technomarketing
 or call 800.AMA.1150.



TECHNOMARKETING:
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AMERICAN MARKETING ASSOCIATION
TRAINING SERIES

BOSTON JAN 29-30 | SAN DIEGO FEB 12-13 | CHICAGO MAR 5-6

TechnoMarketing is much more than using a few of the newest technology tools to improve your marketing. Real marketers need tools with techniques, strategy with execution and tactics with measurements to ensure accountability. This intensive, interactive two-day seminar will give attendees ample opportunities to apply the specifics of technologies and trends to the realities of their business.



TECHNOMARKETING:

Using the Tools and Technology of Tomorrow to Reach Your Customers Today

The world of marketing as we know it is rapidly changing all around us. Engaging your customers through the newest marketing vehicles such as social media, customer communities, blogs, RSS and podcasts requires a solid foundation steeped in customer understanding, marketing planning and technological prowess. This two-day course in using the latest marketing tools and technologies to reach today's customers will take you from the defining basics to the planning and implementation stage. You will leave with a wealth of ideas and a proven framework for execution.

Through interactive presentations and exercises, case examples from B2C, B2B, nonprofit and higher education, and best-practice implementation reviews, participants will leave with a comprehensive understanding of how they can profit from the latest in marketing technologies and tools.

LEARNING OBJECTIVES:

- Increase knowledge of terminology surrounding the newest tech-centric marketing tools
- Acquire a full understanding of the most popular technology-driven marketing vehicles currently in use and on the horizon
- Identify which tech-centric marketing vehicles will work for your customer base and how to pair those with your existing marketing strategy
- Ability to execute a marketing campaign using the tools and techniques outlined in the course

WHO SHOULD ATTEND:

- Sales and marketing executives of any size organization
- Marketing directors responsible for digital or integrated marketing strategy
- Anyone involved in customer-facing Internet initiatives with their company or clients
- Ad agency media directors looking for a competitive edge for clients

PRIOR KNOWLEDGE REQUIRED:

Knowledge of computers, basic Internet terminology and a cursory understanding of Internet marketing and online media is desired. A basic understanding of the various trends in marketing media will be helpful, but is not required.

ABOUT THE INSTRUCTOR

DANA VANDEN HEUVEL— An award-winning marketing blogger and author of the *AMA's Marketech '08 Guide to Marketing Technology*, Dana is a widely recognized expert on blogging, social media marketing, thought leadership marketing and interactive marketing trends and best practices and speaks regularly on these topics at industry events. Dana founded BlogSavant, a division of VanDen Heuvel Executives, LLC, which is one of the nation's first weblog and social media marketing consultancies. He currently runs The MarketingSavant™ Group, a marketing technology consulting and training firm that helps marketers leverage emerging marketing technology to grow their businesses.

DAY 1 8:30 AM – 5:00 PM

CONTINENTAL BREAKFAST 8:00 – 8:30 AM

Morning

OVERVIEW (INTERACTIVE)

- What are your expectations?
- What you will be able to do after the session?
- How to evaluate each TechnoMarketing tool for your organization

DEFINING TECHNOMARKETING

- What is TechnoMarketing and what does it mean to marketers?
- Trends, Cycles and Inflection Points: How we got to where we are.
- How does this change how we market now and in the future?
- Summary of topics in the two-day session.
- TechnoMarketing vs. traditional marketing—what's changed?
- Participant Economy, Word of Mouth and Social Media—putting it all together

WORD-OF-MOUTH MARKETING AND THE POWER OF CONSUMER GENERATED MEDIA (CGM)

- Success and failure with CGM, how do you know?
- Rules of engagement for CGM
- Achieving and measuring success

LUNCH

Afternoon

MINING THE SOCIAL MEDIA SPACE FOR CUSTOMER INTELLIGENCE

- Expanding your customer understanding through social media
- Understand the conversation taking place about your brand

INTERACTIVE: SOCIAL MEDIA CUSTOMER INTELLIGENCE RESEARCH EXERCISE CUSTOMER COMMUNITY & ONLINE SOCIAL MEDIA

- Reaching customers in social networks
- Success stories from MySpace, LinkedIn and the social space
- Uncommon examples of exemplar customer communities

INTERACTIVE: JUMPSTART YOUR OWN CUSTOMER COMMUNITY ONLINE VIDEO AND THE REMIX CULTURE

- Why online video is so powerful
- Growth in online video and video campaigns
- How companies are succeeding and failing
- Keys to jumpstarting your online video efforts

END OF DAY WRAP-UP, KEY LEARNINGS AND INTRO TO DAY 2

DAY 2 8:30 AM – 5:00 PM

CONTINENTAL BREAKFAST 8:00 – 8:30 AM

Morning

QUICK REVIEW OF DAY 1 MATERIAL HOW TO REALLY USE BLOGS, PODCASTS AND RSS IN YOUR COMPANY

- Integrate these tools into your existing marketing
- Case examples of success from the Fortune 1000
- Achieving and measuring success

INTERACTIVE: BLOGGING CASE STUDY EMERGING TECHNOMARKETING TOOLS AND HOW TO USE THEM SUCCESSFULLY

- Widgets and desktop real estate
- Mobile marketing
- Additional TechnoMarketing topics

LUNCH

Afternoon

TECHNOMARKETING AND THE MARKETING MIX

- Integrating traditional marketing plans and TechnoMarketing
- Target marketing and TechnoMarketing – where to find your customers

PUTTING TECHNOMARKETING INTO PLAY IN YOUR ORGANIZATION

- Quantify the value of the top opportunities
- Familiarize with the resource list of vendors, assistive tools and directories and those things which can jumpstart TechnoMarketing campaigns
- Keeping the momentum and overcoming barriers: tactics to ensure that you can achieve maximum results from this seminar

TAKING IT BACK TO THE JOB, HOMEWORK, WRAP-UP AND REVIEW

LOCATIONS

JANUARY 29-30

BOSTON
The Batterymarch
Conference Center
60 Batterymarch St., 2nd Floor
Boston, MA 02110
Phone: 617.556.8000
www.batterymarchmeet.com

FEBRUARY 12-13

SAN DIEGO
Hilton San Diego
Gaslamp Quarter
401 K Street
San Diego, CA 92101
Phone: 619.231.4040
www.sandiegogaslampquarter.hilton.com

MARCH 5-6

CHICAGO
Gleacher Center
450 N Cityfront Plaza Drive
Chicago, IL 60611
Phone: 312.464.8787
www.gleachercenter.com

PRICING

MEMBER	\$1475
NON-MEMBER	\$1725

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EARLY REGISTRATION DEADLINES*

BOSTON	DECEMBER 29
SAN DIEGO	JANUARY 12
CHICAGO	FEBRUARY 5

*Please add an additional \$100 to price after early registration deadline(s).

TO REGISTER VISIT

www.MarketPower.com/tstechnomarketing or call 800.AMA.1150.