

# AMA MARKETING WORKSHOP

April 6–8, 2011 • Chicago, IL

## *Build Your Winning Combination*

Create a customized training program  
that specifically meets your needs.



# Build Your Winning Combination

## Learning Customized to Your Needs

What if you could build a program on a variety of marketing topics—all focused on exactly what you want to learn to keep your skills sharp? Now you can!

AMA's Marketing Workshop is a chance to learn about the trends and best practices that most affect your work right now. You get to choose your own winning combination of tutorials, from the latest SEO techniques to social media to unique brand positioning strategies.

Whichever topics you pick, you'll bring back practical knowledge and proven methods to address your most pressing challenges. Tutorials in six tracks will help you to:

- » **Employ Powerful Marketing Strategies**
- » **Measure Marketing Effectiveness**
- » **Maximize Interactive and Social Media**
- » **Build Loyalty through Enhancing the Customer Experience**
- » **Differentiate Your Brand**
- » **Boost Sales Effectiveness and Integration**



## Learning in the Right Environment

Each session is led by an industry expert, so you'll come away with valuable and timely knowledge and insights. The highly personalized setting of the Marketing Workshop will enable you to interact one-on-one with the presenters, in addition to exchanging ideas and experiences with your peers. You'll leave with a richer network as well as leading-edge information!

## Learning at Your Level

Because the Marketing Workshop is designed with you in mind, we offer tutorials at three different levels. Choose what best suits your needs:

### ■ FUNDAMENTAL

*Strategic and tactical information about a topic*

### ■ BEST PRACTICES

*Successful approaches used by leading companies*

### ■ INNOVATION

*New approaches within a topic area*

Look through the program-at-a-glance and tutorial descriptions, and pick the sessions you want. Then be sure to register today. When you do, you'll have a customized schedule of powerful, personal training sessions—all just for you!

## Program-at-a-Glance

### Wednesday, April 6, 2011

11:00 am–5:45 pm

Registration

12:30–2:30 pm

**B** Internal Marketing: Strategic Tools of Engagement for Challenging Times  
*Sybil F. Stershic*

**J** Do-It-Yourself Online Research: Tips, Tools and Techniques  
*Debra Semans*

**X** Strategic Sales Integration: Driving Top-Line Revenue  
*Ellen Naylor*

2:45–5:45 pm

**V** Strategic Brand Development: Creating Differentiation in the Competitor-Free Zone  
*Robert Kincaide*

**S** Brand Measurement: Its Purpose, Potential and New Approaches  
*Ron Strauss*

**L** The Good, The Blog and The Ugly: The Brave New World of Using Social Media as an Innovative Marketing Strategy  
*Toby L. Bloomberg*

5:45–6:45 pm

Marketing Workshop Networking Reception

### Thursday, April 7, 2011

8:00 am–4:45 pm

Registration

8:00–8:30 am

Continental Breakfast

8:30–11:30 am

**T** Building and Managing Your Brand as a Strategic Asset  
*Aaron Smith*

**P** The Building Blocks of a Customer Loyalty Program  
*Bob Konsewicz*

**Q** Getting More from the Voice of the Customer  
*D. Randall Brandt*

11:30 am–12:30 pm

Networking Luncheon

12:30–2:30 pm

**U** The Critical Element: Strategically Positioning Your Brand  
*Eric Hutchinson*

**F** Winning 'Next Practice' Marketing Strategies for a New Economy—Moving Your Organization Beyond Status Quo  
*Scott Hamilton*

**K** Winning in Google with SEO Savvy  
*Brian R. Brown*

2:45–4:45 pm

**H** Proving the Value of Marketing Using a ROMI Mindset  
*Chris Brown*

**M** Social Media Victories: In-Depth Cases on Real Businesses, Real Campaigns and Real Results  
*Patrick Schwerdtfeger*

**C** Marketing Strategy Toolkit: A Strategy, A Case, Multiple Take-Aways  
*Michael K. Rich*

### Friday, April 8, 2011

8:00–11:00 am

Registration

8:00–8:30 am

Continental Breakfast

8:30–11:30 am

**A** Strategic Marketing Success: Building Blocks for True Business Impact  
*Michael K. Rich*

**Y** Competitive Affairs: Leveraging Competitor Information to Drive Revenue and Increase Market Share  
*Matthew Kelly*

**E** (Pricing To Win)<sup>5</sup> – Strategies and Structures for Profitable Growth  
*Tim Matanovich*

 Fundamental

 Best Practices

 Innovation

## Employ Powerful Marketing Strategies



### Strategic Marketing Success: Building Blocks for True Business Impact

3-HOUR TUTORIAL • FUNDAMENTAL

**Michael K. Rich**, Executive Director,  
Southwest Marketing Advisory Center;  
Professor of Marketing, Southwest Minnesota  
State University

This tutorial gives a solid overview of strategic marketing, including:

- » The development of customer-driven strategic planning
- » The interface between strategic planning and strategic marketing
- » Developing strategic marketing plans at the market and product level
- » Information sources for supporting the strategic marketing process
- » Processes and procedures for developing an effective strategic marketing plan
- » Current management practices and how they fit

**BENEFITS OF ATTENDING:** You'll learn about the strategic planning process and the integration of marketing strategy and business strategy. We'll provide a roadmap for developing a strategic marketing plan and discuss all of its elements. You'll come away with an operational framework for developing an effective marketing strategy and a strategic marketing plan that gives you a sustainable competitive advantage.



### Internal Marketing: Strategic Tools of Engagement for Challenging Times

2-HOUR TUTORIAL • BEST PRACTICES

**Sybil F. Stershic**, President,  
Quality Service Marketing

The decline in employee engagement levels poses a significant threat to your brand, whose stake in the competitive market depends in large part on employees' relationships with customers and stakeholders. So how do you get employees to work with you and not against you?

Learn how to take care of the people who most impact your marketing and organizational success. More than just a "feel good" exercise, this session shares critical insights and examples from a variety of organizations on how to:

- » Gain employee commitment
- » Create and reinforce a customer-focused culture
- » Strengthen employee-customer relationships

**BENEFITS OF ATTENDING:** You'll learn the necessary framework and practical tools to develop a proactive internal marketing strategy to strengthen employee and customer engagement.

Register  
by March 6  
and  
save \$100!

*Employ Powerful Marketing Strategies* continued



**Marketing Strategy Toolkit:  
A Strategy, A Case,  
Multiple Take-Aways**

2-HOUR TUTORIAL • FUNDAMENTAL

**Michael K. Rich**, Executive Director,  
Southwest Marketing Advisory Center;  
Professor of Marketing, Southwest Minnesota  
State University

This session explores several actual marketing cases and links them to various marketing tools to determine core strategic marketing components that were either ignored or misused. These components are analyzed to determine their application in other business environments. Attendees discuss specifics of their individual situations and look at changes that could have a positive impact on their marketing effort based on the concepts presented. Participant interaction and discussion is key to the success of this tutorial.

**BENEFITS OF ATTENDING:** You'll gain the ability to logically analyze key marketing issues that confront all products and services. You'll develop an approach to effectively target your product or service to a market segment that will maximize the return on your marketing investment.



**(Pricing to Win)<sup>5</sup> —  
Strategies and Structures  
for Profitable Growth**

3-HOUR TUTORIAL • BEST PRACTICES

**Tim Matanovich**, President and "The Pricing Guy,"  
Value and Pricing Partners, LLC

As businesses grow out of the recession, their pricing shouldn't stand in their way. Too often, directors of pricing are known as "the VPs of no." Weak pricing causes new products to flop, lengthens the sales cycle and annoys customers, damaging growth, cash flow and margins.

**KEY TOPICS:**

- » How pricing drives profitability
- » The five ways poor pricing gets in your way and what you can do about it
- » Repairing the damage from price concessions you "had to make"
- » Finding lost revenues (closing revenue leaks)
- » Making money with all your customers (even the cheapskates)
- » New product pricing: Only one chance to make your first impression
- » To the future: Making money in a flat, red world



## Employ Powerful Marketing Strategies continued



### Winning ‘Next Practice’ Marketing Strategies for a New Economy— Moving Your Organization Beyond Status Quo

2-HOUR TUTORIAL • INNOVATION

*Scott Hamilton, Co-Founder and  
Senior Partner, Allign*

How do you get your organization to adapt—quickly—to the kind of innovative, individualized and fast-paced marketing tactics needed in this “new economy”? In a selective growth economy, there will be both winners and losers. How you adapt to changing market conditions and build internal and external capability to change will make the difference in success or failure. Customer retention will be of primary importance and new client acquisition even tougher. This tutorial, based on real-time case studies of marketing strategies that work, will focus on how you can create your own marketing “next practices” for break-out results with your products/services.

#### KEY TOPICS INCLUDE:

- » How to develop next practice marketing strategies for your industry/markets
- » How to improve innovation and idea incubation across your organization
- » Disruptive vs. incremental strategy—which is right for you?
- » How to better develop internal adaptability for external change
- » Engaging and aligning your organization for maximum success to fully support your marketing efforts
- » How to better leverage marketing research to support “on-the-go” adjustments to your marketing strategy—and retain your best customers

**BENEFITS OF ATTENDING:** Every participant will leave with a clear method and action steps for developing their next practice marketing strategies for success.

- » Understand how to forecast and adapt to changing market circumstances
- » Gain a new method to engage your organization around creating new marketing tactics—and adjust where needed with speed
- » How to leverage your entire organization—not just the marketing function—in supporting your efforts

Register  
by March 6  
and  
save \$100!

## Measure Marketing Effectiveness



### Proving the Value of Marketing Using a ROMI Mindset

2-HOUR TUTORIAL • BEST PRACTICES

**Chris Brown**, CEO and Co-Founder,  
*MarketCulture Strategies*

Can you demonstrate the value of marketing in your company? In the current economic climate more than ever, you must prove that your marketing efforts are driving profitability. In this tutorial, you will learn what it takes to develop a ROMI (return on marketing investment) mindset and the tools you can use to demonstrate value to the business—from simple financial models that measure traditional activities to the research methods needed to validate them. You'll learn how to use ROMI results to generate more competitive product/service strategies.

#### KEY TOPICS:

- » The return on marketing investment formula
- » ROMI: opportunities and challenges
- » How leading companies track and assess ROMI
- » Key components to successful ROMI measurement
- » Determining your potential ROMI assessments

**BENEFITS OF ATTENDING:** Every participant will leave with a plan for how to improve their own return on marketing investment efforts, specifically:

- » Understanding the effectiveness of your marketing spend
- » Using a simple process and tools to measure ROMI
- » Measuring each marketing activity to maximize sales and minimize costs
- » Justifying the value of your marketing efforts to your manager and CEO



## Maximize Interactive and Social Media



### Do-It-Yourself Online Research: Tips, Tools and Techniques

2-HOUR TUTORIAL • BEST PRACTICES

**Debra Semans**, Senior Vice President,  
Polaris Marketing Research, Inc.

Online survey research is a great tool for marketers to use to learn what the market is thinking. But is online research the bargain everyone thinks it is? And how can non-researchers get the same results researchers get? When should you DIY and when should you let the pros handle it? Learn how to avoid the common pitfalls of online research and how to get actionable insight from your efforts. This presentation will give you the knowledge to make the most of online research.



### Winning in Google with SEO Savvy

2-HOUR TUTORIAL • INNOVATION

**Brian R. Brown**, Senior Manager, SEO, Covario

Search engine optimization (SEO) is constantly changing and evolving, but effectively mastering it requires a solid understanding of the fundamentals as well as the emerging techniques. This dynamic presentation will focus on tried-and-true methods as well as advanced tricks and tactics that only the elite SEO experts are privvy to. You'll learn how to:

- » Check your "Google pulse"
- » Estimate missed opportunity costs
- » Ensure Google crawls 100% of your site, including dynamic pages
- » Design your pages to dominate rankings
- » Avoid getting banned by Google
- » Wield invaluable SEO tools you've not yet heard of
- » Build high-quality links from trusted sites, and boost your PageRank along with your rankings
- » Prepare for important changes to come... and so much more!



*Maximize Interactive and Social Media* continued

**L** The Good, The Blog and The Ugly: The Brave New World of Using Social Media as an Innovative Marketing Strategy

3-HOUR TUTORIAL • INNOVATION

**Toby L. Bloomberg**, *President, Bloomberg Marketing*

Marketers would be wise to heed the advice of Philip Kotler, when he said, “Marketing is a learning game.” Social media tactics like blogs, wikis, podcasts, micro blogs and mash-ups have changed the rules of the game.

The marketing paradigm has gone from “controlling the brand message” to “managing the brand experience.” And your consumers know it. Peer-to-peer conversations are not only influencing the perception of your brands ... they are impacting your ROI. However, learning the rules are not sufficient; marketers must understand how they can participate within a brave new culture.

This tutorial will provide an overview of how social media is impacting consumers’ perceptions of brands. Through examples and case studies, participants will develop an understanding of the risks and rewards of tools/tactics such as blogs, RSS, social networks, micro blogging (Twitter). The session will explore how marketers can align company and new media cultures in order to leverage the shifts in consumer behavior. The results in “go socialing” range from stronger customer relationships to increased loyalty.

**Register by March 6 and save \$100!**

**M** Social Media Victories: In-Depth Cases on Real Businesses, Real Campaigns and Real Results

2-HOUR TUTORIAL • INNOVATION

**Patrick Schwerdtfeger**, *Author, Webify Your Business: Internet Marketing Secrets for the Self-Employed and Make Yourself Useful: Marketing in the 21st Century*

The vast majority of business professionals spending time on Facebook and Twitter are just wasting time. For the most part, they’re using unfocused and ineffective tactics that do nothing to attract new clients. Meanwhile, a few are using simple but powerful strategies to explode their businesses overnight.

This energizing workshop analyzes specific tactics used by actual companies in real-life situations. You will learn from successful case studies where organizations have leveraged Twitter, LinkedIn, Facebook and YouTube to increase revenue and brand awareness. No other session will deliver more exciting ideas and proven marketing strategies.

**BENEFITS OF ATTENDING:**

- » Learn the essential ingredient to “getting found” on today’s social internet
- » See how different companies are leveraging Twitter to find new customers
- » Triple your click-through rate by including the right link formats in your tweets
- » Learn the secret to sending LinkedIn emails to people outside your network
- » Repurpose your articles and blog posts to attract clients in LinkedIn Groups
- » Learn critical differences between Facebook Profiles, Groups and Pages
- » Craft a title for your Facebook Page that is optimized for Google searches
- » Discover unfair tricks to get your YouTube videos off to a running start
- » Use YouTube videos to rank higher on Google for competitive keywords

## Build Loyalty through Enhancing the Customer Experience



### The Building Blocks of a Customer Loyalty Program

3-HOUR TUTORIAL • BEST PRACTICES

**Bob Konsewicz**, Loyalty Strategy Leader and Senior Consultant, Maritz Loyalty

This interactive and participatory session is designed for marketing professionals who are interested in building a best-in-class loyalty program for their end customers. The session will guide you through the step-by-step process of creating the marketing framework and structure for a program that will drive increased customer retention, migrate and grow profitable customers, encourage advocacy and deliver a positive ROI.

**New hot topics:** 1) Using online engagement strategies to drive deeper brand affinity within your loyalty program, and 2) applying the latest neuroscience learnings to how we design our loyalty strategies.

#### KEY TOPICS INCLUDE:

- » The seven key components of well-planned loyalty programs
- » Segmentation techniques and targeted marketing strategies for loyalty program members
- » Engagement stages of loyalty program members
- » Relevant communication strategies and channels for loyalty programs
- » Designing loyalty programs around customer value
- » Best-in-class programs in the marketplace
- » Understanding and combating the loyalty program myths
- » Selecting rewards, perks and incentives for the program
- » Justifying loyalty program costs

**BENEFITS OF ATTENDING:** You will leave the session knowing how to design and structure a successful loyalty program. You'll be armed with strategic tactics for using programs to drive customer retention, advocacy and growth, and you'll be prepared to justify programs financially.



### Getting More from the Voice of the Customer

3-HOUR TUTORIAL • BEST PRACTICES

**D. Randall Brandt, PhD**, Vice President, Customer Experience & Loyalty, Maritz Research

Many organizations are working hard to capture and leverage the “voice of the customer.” These organizations regularly conduct surveys, solicit comments and complaints, scour websites for consumer-generated media, and gather data from other VOC sources in order to identify and pursue opportunities to improve customer experiences and relationships.

So why do more than 75% of Fortune 1000 managers say their organizations are falling short when it comes to putting the voice of the customer to work?

This workshop will identify the issues and challenges that prevent organizations from getting the most out of their efforts to capture and leverage the voice of the customer. It will introduce and illustrate a process that enables managers to:

- » Make data from market research, inbound customer communications and other VOC sources work together to furnish insights regarding *where* to focus efforts to improve the customer experience
- » Make the voice of the customer more relevant to day-to-day management and operations by linking it to financial and other business results metrics, CRM and account activity data; internal operational and service metrics; and measures of employee experience and engagement
- » Use all of the above to ensure that the organization *takes action* to address VOC-driven priorities for improving customer experience

## Differentiate Your Brand



### Brand Measurement: Its Purpose, Potential and New Approaches

3-HOUR TUTORIAL • BEST PRACTICES

**Ron Strauss**, *President, Brandzone, LLC*  
and Co-Author, *Value Creation: The Power of Brand Equity*

Brand practitioners and marketers, ad agency personnel, media executives and others are under increasing pressure to express the value of brand-related investments using a context, language and format that is meaningful to senior management. Future program funding is at stake. If you are responsible for brand development and maintenance in your organization, this session will show you new ways to demonstrate the value of brand investments—including the value of brand as the “invisible hand” of management.

#### KEY TOPICS:

- » Why is brand measurement important?
- » What is brand measurement? What is it not?
- » Defining brand value and brand equity—why they’re not the same
- » Ways to measure brand value and brand equity
- » Using brand metrics to accelerate value creation
- » New ways to communicate the value of brand and branding

**BENEFITS OF ATTENDING:** This session will give you insight into brand value metrics to help demonstrate the total value of brand to top management. Some of these methods will be applied to real-life examples from attendees, so that the session has immediate take-home value.



### Building and Managing Your Brand as a Strategic Asset

3-HOUR TUTORIAL • FUNDAMENTAL

**Aaron Smith**, *Associate Partner, Prophet*

Successful companies recognize that strong brands and what they represent drive customer purchases, increased loyalty and long-term business performance. Yet many companies fail to create powerful brands or are disappointed with the returns they get from brand-building efforts. To address these issues requires a thoughtful and strategic approach to managing a brand as an asset. In this tutorial, you will learn the importance of understanding the relationship between brand and business strategy, tips for establishing a unique position in the market, and how to make sure the entire organization is ready to execute the brand strategy.

#### KEY TOPICS:

- » The benefits of successful branding
- » The key tenets of a successful brand strategy and frameworks to help you manage the process
- » Tips for managing complex brand portfolio and architecture issues
- » Techniques for how to jump-start brand strategy implementation efforts
- » Perspectives for how to track the health of your brand and success of brand-building efforts
- » Relevant and interactive examples of how leading global companies (both B2B and B2C) have solved important branding challenges

**BENEFITS OF ATTENDING:** Learn why your brand is a strategic asset; gain practical tools that can be used within your company immediately; determine how to measure your brand-building activities; and gain exposure to best practices in branding today from a variety of case studies from leading global companies.

*Differentiate Your Brand* continued

## The Critical Element: Strategically Positioning Your Brand

2-HOUR TUTORIAL • FUNDAMENTAL

**Eric Hutchinson**, Partner, Acer Exchange, LLC

A strong position in the marketplace creates the basis for strength of your brand and gives consumers a reason to buy. Brand positioning is the one thing that can make or break a good brand strategy and set you up for success—or not. So what is a strong position, and how is it effectively created? This tutorial will answer these questions both descriptively and experientially using detailed case study materials.

**BENEFITS OF ATTENDING:** Participants will leave equipped with knowledge and insights about brand positioning that can be used back at work to:

- » Know whether your company/product has a good position or needs to develop one
- » Gain the support of others you need to help you create alternative brand positions to consider
- » Decide on a strong brand position and deploy it successfully within an overall brand strategy



## Strategic Brand Development: Creating Differentiation in the Competitor-Free Zone

3-HOUR TUTORIAL • BEST PRACTICES

**Robert Kincaide**, Principal,  
*Growth Strategy/innovation*

In many categories, revenue and margins are being crunched by high-end products at one end and low-cost/high-quality products at the other end. Companies have two options: 1) continue to play by the existing rules and try to differentiate on the same performance criteria as in the past, likely demanding even more advertising spending, or 2) look for a competitor-free zone, a redefined playing field, with a new benefit structure that is substantially competitor-free.

This session will focus on creating brand differentiation in a commoditized world. It will help you to think about your brand as an ingredient to an experience the consumer is creating, and how you can add value to that experience. High-profile case studies of this “Experience Ingredient Model” will show how taking a brand out of the head-to-head, product-only competition can reap significant rewards in revenue growth and customer loyalty.

**SAVE \$135**  
plus receive a  
**Certificate of Completion**  
by taking 4 or more Workshop Tutorials.  
Call 1.800.AMA.1150 to take  
advantage of this offer.

## Boost Sales Effectiveness and Integration



### Strategic Sales Integration: Driving Top-Line Revenue

2-HOUR TUTORIAL • BEST PRACTICES

*Ellen Naylor, CEO,  
The Business Intelligence Source*

The strategic integration of sales and marketing is vital to the growth and sustainability of all businesses. This seminar will focus on tools and techniques that are tried and tested, integrating the smarts of sales and marketing/product development. You'll learn everything from innovative elicitation approaches to ensuring a higher rate of deal closures, and to enable sales to collect valuable information from customers to boost your company's knowledge about market trends, customer needs and the competition to name a few. Likewise, learn how win/loss analysis and trade show analysis integrate sales and marketing, often with the voice of the customer and other market intelligence.

#### WHAT YOU WILL LEARN:

- » What is elicitation, and why it is a more effective way to collect information than direct interviewing?
- » How to close more sales deals and collect valuable customer insight through the practice of elicitation
- » How to implement a cooperative win/loss analysis process that involves sales, marketing and the customer
- » How to improve both your sales lead generation and collection skills at trade shows



### Competitive Affairs: Leveraging Competitor Information to Drive Revenue and Increase Market Share

3-HOUR TUTORIAL • BEST PRACTICES

*Matthew Kelly, Vice President Business  
Development, Strategy Software, Inc.*

Market leadership requires knowledge of both the client *and* the client's choices in the market. Learn how to create a competency in integrating the "voice of the customer" with knowledge of competition, their capabilities, and their product and service value propositions to reduce the cost and improve the effectiveness of product management, marketing communication and managing advertising. Framed by some theory, most of the session will be spent on how to create a process for gathering, processing and using competitor information in creating collateral, product marketing, sales training and market analysis.

Examples of companies that have integrated competitor analysis and market research will be used, showing how marketing has created a competency about competition, the market and the identification of disruptive trends. Additional examples will show how this information has been used to create better, more informed sales people, while also giving executive management better reaction time to trends that threaten to disrupt their market position.

**BENEFITS OF ATTENDING:** This session provides a blueprint for starting, managing and integrating a competitive analysis competency into a marketing department. You'll learn how a company can segment competitors so it can address threats the same way customer segmentation allows it to address opportunities. You'll come away with templates for ensuring that competitive analysis is a sustainable process with measurable benefits to revenues, extending product lifespans and reducing costs.

## General Information

### MARKETING WORKSHOP

April 6–8, 2011  
Chicago, IL

### HOTEL

**The Westin Michigan Avenue**  
909 North Michigan Avenue  
Chicago, IL 60611

Phone: 312.943.7200

Fax: 312.397.5580

Reservations: 1 888.716.8104

[thewestinmichiganavenue.com](http://thewestinmichiganavenue.com)

### REGISTRATION

Register online at  
[MarketingPower.com/workshop](http://MarketingPower.com/workshop)

Early Bird Deadline:  
**March 6**

Registration Fee: \$135\*

#### 2-Hour Tutorials:

\$230 *Member*

\$285 *Non-member*

#### 3-Hour Tutorials:

\$255 *Member*

\$310 *Non-member*

### ON-SITE REGISTRATION

Wednesday, April 6:  
11:00 am–5:45 pm

Thursday, April 7: 8:00 am–4:45 pm

Friday, April 8: 8:00 am–11:30 am

### QUALITY GUARANTEE

AMA is committed to quality. If for any reason you are not satisfied with the Marketing Workshop, the AMA will give you full credit toward another conference or refund your fee. All requests must be submitted to the AMA in writing.

*\*After March 6, registration fee increases from \$135 to \$235.*



### TRAVEL

AMA's travel coordinator, Tower Travel Management, is available to assist with reservations. Call 800.542.9700 within the U.S. and Canada (reservation lines are open Monday through Friday, 8 am–6 pm CST). Or email [association@towertravel.com](mailto:association@towertravel.com).

Tower Travel will proactively research airfares on all airline carriers to ensure that the lowest available fares are offered to attendees. The company is dedicated to providing superior customer service and hassle-free travel arrangements. *Please note that fees, restrictions and cancellation penalties will apply.*

### ADA ACCESSIBILITY

The AMA is committed to providing equal access to our meetings for all attendees. If you are an attendee with a disability and require *program accommodations*, please contact the AMA Meeting Services Department, and a member of our staff will ensure that appropriate arrangements are made. If you have specific disability-related needs for your *hotel sleeping room*, please be sure to communicate those directly to the hotel when you make your reservation. In an effort to provide the highest quality of service to all attendees, we require that details of all access requests be communicated to our office at least 14 days before the beginning of the meeting.

### CONFERENCE ATTIRE

Conference attire is business casual. Meeting rooms may be cool so you may wish to bring a sweater/jacket.

### CONFERENCE CANCELLATION POLICY

Cancellations received prior to March 6, 2011 will receive a refund of tutorial fees, minus \$15 per tutorial. After March 6, 2011, a refund of tutorial fees will be granted, minus \$30 per tutorial. No refunds will be issued on or after April 6, 2011.

### QUESTIONS?

Call **888.AMA.1150**