



American Marketing Association
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2009
TRAINING SERIES
SPRING CATALOG

STRATEGIC BRAND DEVELOPMENT

MARKET FOCUSED PRICING

DEVELOPING A REAL WORLD MOBILE MARKETING CAMPAIGN
SOCIAL MEDIA MARKETING

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In the experimental times of today, the marketing challenges are daunting. The accelerated pace of change and increased consumer control make it difficult to succeed without the right skills to perform.

Add the new marketing channels mobile media and social networks, brand competitive pressure and a solid pricing strategy are all part of a well-rounded strategy to circumvent financial challenges.

Are you positioned to succeed? Visit www.marketingpower.com/events to learn more about how we can impact your learning needs and help you impact your business objectives.



STRATEGIC BRAND DEVELOPMENT

The End of Traditional Brand Marketing in Today's World

Today you may be experiencing the collapse of traditional brand marketing and needing new, more agile approaches.

- Is your brand underperforming?
- Are your current brand tactics failing to deliver the promise?
- Are you chasing a smaller piece of the customer revenue pie?

Strategic Brand Development provides the know-how to make your brand work best with new and proven ways to generate revenue. Learn how to uncover "white space" opportunities and create meaningful differences in new ways that redefines categories and drives brand revenues. Gain knowledge to improve segmentation, brand positioning, strategy and making the brand a powerful competitive advantage.

ABOUT THE INSTRUCTOR Robert Kincaide, with more than 25 years of experience, is an expert in brand innovation, value proposition, product leveraging and brand revitalization for companies throughout North America and Europe. His corporate experience includes brand management with a number of Fortune 500 firms. He has also been a speaker at international brand innovation conferences in North America, Europe and Asia.

PRICING AMA MEMBER: \$1475 | NON-MEMBER \$1725

DATES NEW YORK, NY: APRIL 22-23 | LOS ANGELES, CA: MAY 6-7 | TORONTO, CANADA: JUNE 3-4

MARKET FOCUSED PRICING

Strategies for Surviving in Turbulent Times

Pressure is the norm in pricing, and it tends to be one directional—down! You need strategies for survival in your marketing plans. Price too high and you lose business. Price too low and you lose margin. In surviving today's economic obstacles make sure you have the knowledge to maintain a win in your column.

- Can you leverage price waterfall as a powerful tool for finding new revenues by plugging leaks?
- Do you know that better pricing increases the negotiating power of your sales organization?
- Are you creating a deeper connection with customers?
- Are you managing and reducing pricing risk?

Come join us and hear success and survival stories, techniques and strategies to find new and more profitable revenues in the murky waters of today's business.

ABOUT THE INSTRUCTOR Tim Matanovich, a.k.a. "The Pricing Guy" has helped business leaders increase returns for shareholders and reduce business risk. Among others, Tim has worked with GE, DuPont, Ericsson and Volvo Trucks. In addition, Tim has lectured in market strategy and pricing at the University of Denver, the GE Management Development Institute and the ISBM at Penn State University. Tim has authored numerous articles in professional journals, and has addressed or chaired dozens of professional conferences.

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DATES CHICAGO, IL: APRIL 28-29 | WASHINGTON, D.C.: MAY 27-28 | DENVER, CO: JUNE 16-17

DEVELOPING A REAL WORLD MOBILE MARKETING CAMPAIGN

The Cost Effective Personal Marketing Channel

In a challenging environment of budget cuts, reduced consumer spending and economic uncertainty, learn how mobile marketing can build a cost effective bridge to your consumer. Embrace the new mobile consumer and gain the knowledge you need to leverage the world's fastest growing and most personal marketing channel. You can influence your consumers via the evolving, dynamic mobile channel to deliver targeted, timely, relevant marketing message that delivers real results.

More than 40 million Americans will participate in a mobile campaign this year. A mobile call-to-action regardless of the media, allows the consumer to act on impulse with no need to worry about how to contact you. Each time a consumer opts in to a mobile campaign they are expressing a clear interest in your product or service. This begins a relationship that will be an extremely valuable and effective way to reach your audience now and for years to come.

ABOUT THE INSTRUCTOR Jeff Ostiguy is Vice President of g8wave, an integrated mobile media company. G8wave is a leader in the planning, creation, and execution of effective mobile marketing campaigns, brand community applications and content distribution strategies.

PRICING AMA MEMBER: \$775 | NON-MEMBER: \$995

DATES NEW YORK, NY: MAY 1 | LAS VEGAS, NV: MAY 15 | CHICAGO, IL: JUNE 9

SOCIAL MEDIA MARKETING

Put the "Buzz" about Social Media to Work Attracting Customers and Growing Your Business

Do you know what's being said about your products on the social web? Positive conversations are floating past without being tapped, and negative discussions are left unchecked. Have you been asked, "what are you doing to leverage, correct, or respond to this conversation." If your answer is no, that translates directly into a competitive disadvantage and in these times, who can afford that?

We have the right knowledge! In this innovative program you will build a real social media presence from the ground up. Learn how social media drives the purchase funnel. Gain knowledge of how customer stories make their way onto the social web and then come back through the purchase funnel. Learn about the flow of customer generated content through blog posts and videos. You'll gain knowledge of how to create a solid social media program and avoid the pitfalls that exist in the new world of social media.

ABOUT THE INSTRUCTOR Dave Evans is an expert in social media marketing whose passion is tapping the power of the Social Web and applying it to business. He founded marketing consultancy Digital Voodoo, and continuing through his career in advertising, Dave has developed interactive communication programs for Southwest Airlines, AT&T, Wal-Mart, AARP, the U.S. Air Force, Microsoft, Hewlett-Packard, Southwest Dial, the PGA Tour, Chili's, Meredith Publishing, and many more. He is author of a popular book, Social Media Marketing: An Hour A Day, a guide to implementing social media as part of an integrated marketing strategy.

PRICING AMA MEMBER: \$1475 | NON-MEMBER: \$1725

DATES ATLANTA, GA: MAY 18-19 | CHICAGO, IL: JUNE 1-2 | LAS VEGAS, NV: JUNE 11-12