

STEPPING INTO THE NEW NORMAL

SECOND ANNUAL

Florida Regional Collegiate

MARKETING CONFERENCE

NOVEMBER 6, 2009

FLORIDA INTERNATIONAL UNIVERSITY
MIAMI, FL

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Dear AMA Members,

The University of South Florida and Florida International University’s American Marketing Association chapters are pleased to announce their 2nd Annual Regional Conference on Friday, November 6th, 2009 at the Florida International University’s Madique Campus.

“Stepping into the New Normal”, this year’s conference theme, will be focusing on the successful adaptation of marketing strategies in response to the economic changes of the past year. The keynote speaker for this year’s conference is Jordan Zimmerman, founder and chairman of Zimmerman Advertising. In addition, students will be able to learn from a great speaker line-up of marketing professionals from companies such as Google Spain via Google Talk, Bacardi, Burger King, and Miami Heat as well as others pending confirmation. Moreover, participants will have the opportunity to interact with other AMA chapters members on Team Building activities presented by Jim Reed, from Jim Reed Consulting.

Breakfast and lunch are included in the registration fee of \$30. A conference t-shirt will be given to the first 100 to register. A Friday night private South Beach club party will be available to all conference attendees for a small additional fee.

We hope to see you at the conference,

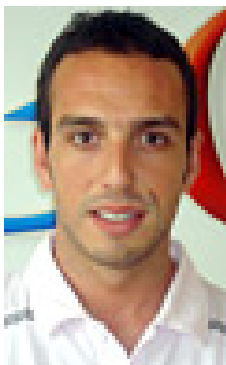
Lillean Arevalo-Meza
VP of Event Planning
AMA USF

Yasmin Issa
President
AMA FIU

Jordan Zimmerman

He is the founder and Chair of the 15th advertising agency in the country. An USF grad, Mr. Zimmerman was named USF’s Alumni of the Year in 1991.

In 2004, he received the South Florida Business Journal’s Diamond award and Florida CEO Magazine recently named him on of the “One Hundred Most Powerful People in South Florida.”



Alex Gibelalde

He is the Product Marketing Manager for SMEs in Google Spain since January, 2009. Before becoming a part of the great work team that is Google Spain, he was in the Customer Marketing department for EMEA in Google’s European headquarters in Dublin starting in September 2006.

Also, he was a Marketing and Communications Consultant for Eurogap, a consultancy specializing in offering services from strategic solutions to the implementation of marketing strategies.

Who can Attend to the Conference

- Anyone that is ready to step into the new normal
- No AMA membership is required
- All majors are welcome

Registration Fee for Members and Non-Members

- Before November 1st: **\$30.00**
- After November 1st: **\$35.00**

Dress Code

- Business Casual

Time

- 10:00 am– 6:00pm



2008 AMA Regional Conference at The University of South Florida

Name: _____ Last Name: _____

University/Organization: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____

Telephone: _____

Please Fill out This form Mail it to:
 Lillean Arevalo-Meza
 4202 E. Fowler Ave.
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Hotel Information

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With 4 people occupancy \$33.00 per person per night*

With 6 people occupancy \$22.00 per person per night*

*Does not include tax

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For more information and to register

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