



Professionally Speaking Presents

"Marketing Matters: Active Marketing in a Sluggish Economy"

moderated by Joi Pheifer

Time	Media Outlet	Expert
8:00 AM — 8:30 AM	BREAKFAST - provided	
8:30 AM — 9:00 AM	NEWSPAPER/PRINT Create Top of Mind Awareness	Valerie Yazbec Advertising Director, Argus/Dispatch
9:00 AM — 9:45 AM	INTERNET The Future of Advertising	Dennis VanDerGinst President, MegaHunter, Inc.
9:45 AM — 10:15 AM	NETWORKING/PR FIRM Referrals Referrals Referrals	Mike Bawden Partner, Bawden Lareau PR
10:15 AM — 10:30 AM	BREAK - Refreshments provided	
10:30 AM — 11:00 AM	YELLOW PAGES Be Found Where People Look	Dennis VanDerGinst Managing Partner, VanDerGinst Law, P.C.
11:00 AM — 11:30 AM	RADIO Cost Effective Use of Radio	Julie Derrer Sales Director, Cumulus Radio
11:30 AM — 12:00 PM	TELEVISION It can be affordable	Marshall Porter General Manager, WHBF CBS 4
12:00 PM — 1:00 PM	LUNCH - Provided	
1:00 PM — 1:45 PM	OUTDOOR ADVERTISING So Often Overlooked	Tom Torrey President, Torrey Outdoor Advertising
1:30 PM — 2:00 PM	AD AGENCY Why you should never stop marketing	Mike Vondran Partner, The Ad Group

September 17th, 2008 8:00 a.m. - 2:00 p.m.



The Boulevard
1801 10th Street
Moline IL. 61265

FREE!

Register Online Now!



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Registration is FREE!