

# 2009 Marketing Roundtable

## APRIL 14: TARGET SEGMENTATION

5:00 pm - Registration/Networking, 5:40 - 7:00 pm - Program

### How to Identify, Target, and Focus on Your Best Prospects

**Moderator:** **David Martel**

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With over 20 years experience in the media world, David has had the opportunity to provide strategic integrated media planning and buying for local, regional, national and international clients. David prides himself on providing strategies that work for the customer, and are the most effective in delivering the message — whether that is, broadcast, print, interactive and/or non-traditional media opportunities.

re:group, inc., is a privately held brand marketing firm, located in Ann Arbor, Michigan, that provides integrated brand management, including branding, marketing, design, advertising, communications and media services.

**Panelists:** **Jeff Ewald**  
CEO, Optimization Group

**Jamie Guise**  
Executive VP and  
Client Experience Officer,  
United Bank & Trust

**Sean Hickey**  
Chief Operating Officer,  
PWB Marketing Communications

**Todd Smithe**  
President, Conrin, Inc.

## Program Description

As marketing budgets tighten, targeting the most meaningful prospects becomes increasingly important. But, who are your best customers and how can you find more of them? This panel discussion will focus on how to collect meaningful information or take information you may already have and give it meaning. When is it useful to segment and what are the most important considerations? Come with your questions to pose to this panel of experts.

Discover how to define and organize an audience into groups of people with similar communication-related behaviors, needs, preferences and characteristics.

## Who Should Attend

Business owners, marketing managers and staff, brand managers, entrepreneurs

## Location & Registration

SPARK Central, 330 E Liberty, Lower Level, Ann Arbor, MI 48104  
Register at [www.AnnArborUSA.org/events](http://www.AnnArborUSA.org/events) or call 734.761.9317.



*SPARK will be the driving force in establishing the Ann Arbor Region as a desired place for business expansion and location...by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.*

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