

# 2009 Marketing Roundtable

## **FEBRUARY 10: ELEMENTS OF MARKETING COMMUNICATIONS**

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

### **What Goes Into a Marketing Plan... and Why?**

**Moderator: Gerald A. Schorin, Ph.D.**

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Gerry Schorin's 30 years of experience in marketing includes ad agency copywriting and creative direction, teaching and publishing as an Associate Professor of Advertising at Michigan State University, serving as Vice President of Marketing Communications at Fireman's Fund Mortgage Corporation, and the senior marketing and/or communications officer at the University of Vermont, Skidmore College, and the University of Michigan Law School. As a staff and independent consultant, he's led engagements on Ford projects and worked on others for Harley-Davidson, Sea Ray, GM, DuPont, Moore Corporation Ltd., non-profits, and three Internet startups – one of which was ultimately acquired by eBay.

**Panelists: Ed Dorrington**

former Executive Vice President, Marketing Associates

**Sean Hickey**

Chief Operating Officer, PWB Marketing Communications

**Kim Irwin**

formerly Mercury Brand Manager, Ford Motor Company

### **Program Description**

Marketing is tough enough without forgoing a marketing plan! But what exactly goes into the plan, what are the elements you need to think about, and how can you develop a great marketing plan when your resources are more modest than, say, Intel's? This program looks at marketing from the 30,000 foot view, but will also provide enough detail so marketing staff can make actionable decisions and either develop a professional and compelling plan or enhance the current version.

### **Who Should Attend**

Business owners and managers, marketing and communications staff, current and potential entrepreneurs, and anyone interested in marketing.

### **Location & Registration**

SPARK Central, 330 E Liberty, Lower Level, Ann Arbor, MI 48104

Register at [www.AnnArborUSA.org](http://www.AnnArborUSA.org) or call 734.761.9317.



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