

2009 Marketing Roundtable

MAY 12: TELLING YOUR STORY

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

How to Bring Your Marketing Message to Attention-Getting, Response-Generating, Business-Building Life

Moderator: **Chris Kochmanski**
DesignHub, Inc.

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Chris Kochmanski strongly relates to his clients' marketing challenges because he closely mirrors the backgrounds of many of the people he now serves. Before joining DesignHub in 2002, Chris worked for nearly 25 years in marketing communications and marketing management for Mechanical Dynamics, Interface Systems, Cleo Communications, and ADP Network Services.

DesignHub is a creative services and marketing firm based in Saline. Chris and his DesignHub partners especially focus on meeting the marketing needs of small to medium-size organizations.

DesignHub assists clients with web site design and development, branding, brochures, newsletters, catalogs, annual reports, advertising, direct mail, public relations, product packaging, and displays and exhibits, as well as marketing strategies and plans.



Panelists: **Chris Bidlack**
Head Honcho,
Bidlack Creative Group

Rhonda Huie
Creative Director, re:group

Jim Hume
Principal, Phire Branding Co.

John Lichtenberg
Chief Marketing Officer,
Walsh College

Program Description

It's good when your marketing communications describe your products or services completely and accurately. It's much better when your story actually inspires, motivates, and moves your customers.

Our May 12 panelists will show memorable, compelling marketing campaigns they've created for high-tech, professional services, education, and healthcare leaders. They'll tell how a strong marketing message can lead to bigger sales and profits. Even better, you'll learn step by step how they got the stories right.

Who Should Attend

Owners and managers of everything from start-ups and young companies to established organizations looking for fresh marketing perspectives.

Location & Registration

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