

2009 Marketing Roundtable

OCT 13: MARKETING RESOURCES

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

Get the Most from Your Investment - How to Select and Utilize Outside Marketing Resources

Moderator: Sean Hickey

Chief Operating Officer,
PWB Marketing Communications

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Over the past 20 years, Sean has built his knowledge in a wide range of marketing and sales arenas, although his primary interest remains in defining and building successful brands. Through experiences at Dow Corning Corporation, Gage Marketing, and 13 years at PWB, he's had the opportunity to work on business-to-business and business-to-consumer marketing challenges at the local, national, and international level. He is a graduate of Central Michigan University with both bachelor's and master's degrees in communications.

PWB strongly advocates a "balanced diet" of online and traditional efforts and was an early adopter of web-based marketing for its clients. PWB Marketing Communications focuses on clients in healthcare, manufacturing technology, professional services, and outdoor/enthusiast markets. Principal focus is on business-to-business marketing, but PWB also works with a growing range of business-to-consumer marketers. They understand successful brands are built by using the power of all communication channels effectively to ensure differentiation in the competitive marketplace.

Panelists: Tim Busche

Interactive Account Director, The Cobalt Group

Jon Heidorn

VP Marketing & Business Planning, Siemens Industrial Software

Chad Wiebesick

Interactive Strategy Director, Perich Advertising + Design

Program Description

In today's fragmented communication landscape it's even more critical to use multiple channels to reach your buyers. But how do you put those pieces together to reach your targets AND maintain your brand? Join this panel of highly experienced marketing pros to learn about the strategy and tactics that will bring your program to life. With real-world examples from business-to-business and business-to-consumer integrated marketing these experts will offer proven paths to success.

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 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.