

# AMA Hi Tech Breakfast Information for May 4, 2005

## "What's HOT in High Tech Marketing?"

**WHAT:** Viral marketing is a good thing - believe it or not! Direct mail letters and e-mail blasts are not as effective for reaching your target customer as they used to be. Instead, companies are using new marketing techniques such as blogs for customer relationship tools, branding reinforcement, and for creating public relations' buzz. Attend the May high-tech breakfast to learn how to reach your customers and prospects with new and creative marketing techniques, including blogs, webinars, viral marketing, permission based marketing, consensual marketing and real simple syndication (RSS).

**WHO:** The American Marketing Association is a national organization comprised of more than 38,000 professional members in all fields of marketing. The Austin chapter of AMA is dedicated to educating the professional marketing community, increasing their knowledge and skills through national and local programming and providing a forum for peer networking and resource development. AMA's luncheons, meetings, and informative speakers help Austin marketing professionals make contacts and stay plugged into the latest industry trends. Learn more

**PANELISTS:** Mary Pat Nourzad, **NourzAds**, President  
Nate Pruitt, **Eloqua**,  
Pam O'Neal, Marketing Communication

**MODERATOR:** John Rasco, **RefreshWeb and Brand X Austin**, Founder

**WHEN:** Wednesday, May 4, 2005, from 7:30 a.m. to 9 a.m.

**WHERE:** **Please note our new location:**  
**Westwood Country Club**  
3808 W. 35th St.  
Austin, Texas 78703  
512-452-7246

**COST:** FREE for panelist and moderator.

- Panelists: Please make an online reservation and select "speaker".
- Each Panelist may bring one guest for free. Register online.
- Please notify Melanie in advance of your guest(s).

**RSVP:** To RSVP by the deadline of March 31<sup>st</sup>, please visit [www.austin.marketingpower.com](http://www.austin.marketingpower.com) or call 512-494-7153 and leave your name, telephone number and member status.

**QUESTIONS:** **Questions to consider in preparation for the program:**

- \*One to two minute introduction on each speaker and their expertise.
- \*Questions will be distributed by the moderator the week prior to the event.

## AGENDA

- 7:15 - 7:30 am Arrive at Westwood Country Club
- 7:30 - 7:45 Member and guest registration
- 7:45 - 7:55 Breakfast buffet is opened
- 7:55 - 8:00 Announcements
- 8:00 - 8:05 Introduction of Panelists
- 8:05 - 8:45 Panel discussion
- 8:45 - 8:55 Questions & Answers
- 8:55 - 9:00 Adjourn. Informal discussion with attendees as time permits

## GENERAL INFORMATION

### **Topic:**

Each month the High Tech Breakfast Committee selects a new topic. The topic will focus on Marketing and Communication issues.

While the products or services of the panelist's company can be used as an illustration in the discussion, this should not be an effort to sell products or services directly. The panelist should be comfortable with the topic area.

### **Format:**

The High Tech Breakfast program consists of 3-4 panelists and a moderator. The consistent attendance at this program is based on the presence of interesting and knowledgeable panelists.

### **Venue:**

Time is limited to 55 minutes for the panel discussion and Q&A.

A moderator will intro the topic and the panelists will intro themselves with name, company and title and a short (4-5 sentence) blurb about what specifically they do or state why the topic is important to their company. After that, the moderator poses questions to the panelists. We work out some questions and share them with the panel in the days/week before the Breakfast, requesting that the panelists indicate which questions they may want directed at them. If panelists want a certain question served up to them because it would set them up nicely, we can accommodate that as well.

No specific presentation prep is required, but we ask that panelists have some specific cases, facts, figures and most importantly, best practices top of mind. If they do have any public materials available in print or on the web that are relevant to the topic, they are welcome to share that with the audience.

The breakfast is centrally located in the Westwood Country Club and offers an effective setting for the audience and the panelist.

### **Focus/Mission:**

Educate the professional marketing community, increase their knowledge and skills, and provide a forum for peer network and resource development.

**Audience:**

45 - 80 marketers from High Tech companies, marketing services firms and marketing consulting organizations.

**Dress Code:**

Business Casual.

**Some of the companies attending:**

It is hard to characterize our audience, as the mix changes significantly depending on topic, time of year, etc. A typical cross section of our audience could include people from: IBM, Freescale, Dell, University of Texas at Austin, a variety of small to medium sized companies as well as professional and marketing service providers among. Please note that if you have a particular group(s) important to yourself or your business, we would be happy to include them in our promotional plan for the event.

**Marketing Plans:**

Each breakfast is promoted by advertising and press releases in the local print media; with articles in the AMA Chapter newsletter, by a post card mailing; online on the Austin AMA web site and with e-mail. The e-mail is also distributed to other local networks. Please feel free to distribute the invitation to your friends or colleagues.

Preliminary Requirements: We need several elements at least two months before the event to develop the promotional materials. These elements are: the 3 "take away" points; the panelist's bio; and a photo<sup>1</sup> of the panelist (if available).

**Event Requirements:**

Because of the structure of the event, we rarely have slide presentations. But if the panel topic call for it, we may ask the panelists to use PowerPoint slides or other visual aids. Should that be the case, we need to know Audio/Visual requirements of the panelist presentation (other than a computer, LCD panel, and projection screen). Please note that if we are to provide a computer for the presentation, we absolutely need the presentation at least a day before the event. In any case, we would like a copy of handouts or PowerPoint presentations before the event. (With the panelist's approval, this is posted on our web site on the day of the event.)

Compensation or Reimbursement: It is the policy of the Austin Chapter of the American Marketing Association not to provide compensation or expense reimbursement for panelists, other than to provide breakfast. We ask that you register online for the event (the link will be provided via e-mail) and select "speaker". Then you will not be charged.

Please note that we do accommodate one guest per speaker. Please let the AMA breakfast speaker recruiter know that person's name in advance.

## PRESENTATION NEEDS...

### Audio/Visual Equipment (If applicable)

**ATTENTION:** Melanie Wise

**E-mail:** [mwise8@austin.rr.com](mailto:mwise8@austin.rr.com)

**PHONE:** (512) 341-2580

**CELL:** (512) 914-1617

A podium with an attached microphone is always provided. The following items can be requested. Please **E-MAIL** this page to the address listed above, so we can facilitate your request.

Thank you.

\_\_\_ Integrated Media Projector (to hook a laptop computer into) and Projector Screen

\_\_\_ Overhead Projector and Screen

\_\_\_ VCR

\_\_\_ Other \_\_\_\_\_

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### Guidelines for Speaker Presentations:

1. As a group of marketing professionals who are attending presentations for educational purposes, we ask that you keep your presentation focused on the topic as promoted to the membership. Please, no sales pitches!
2. Please provide tangible examples as it pertains to the topic outlined.
3. Please keep your presentation time within the specified time limit. We must respect the time of our busy professionals who attend our events.
4. As part of our value statement we promise members that we will provide them with one new marketing tip and one new marketing idea at every event. Please structure your presentation in a way that allows your audience with a "takeaway" they can implement in their place of business. We welcome relevant handouts at the event.

## **AMA Chapter Profile**

Our members cover a spectrum of job profiles. The majority are senior marketers, self-employed or work with an advertising agency or public relations firm. We also have members in event planning and supplier/vendor functions as well as sales and research. Some writers, educators and consultants also attend our functions.

The areas these professionals work in or with vary from high tech, health care and communications to marketing consulting, non-profit groups, insurance and financial organizations. Their titles and responsibilities tend to be more senior positions or roles that carry authority in their purposes. Our members are interested in our functions mainly to network, learn about new marketing techniques, exchange information and ideas, and learn from the speakers at our functions.

We look to our quarterly breakfasts as a way for our members to gather knowledge that will allow them to perform more effectively and market smarter. Typically, we have 45-80 attendees at our breakfasts. The quarterly breakfasts provide a forum for networking with marketing peers and accumulating original thinking from our speakers. We ask our speakers to be informative with their presentations but not 'sell' their companies' product and services. We intend for everyone, including speakers, to walk away with new ideas.

## **Theme**

This year's theme centers on best practices in marketing. Our goal is to help our members improve their marketing skills and learn how to adapt for the changing marketing environment. Your presentation is one of over 20 programs and events designed to provide ways to develop effective work habits and skills with new trends in mind.

*Please come prepared to give the audience specific ideas or tools they can apply to be more effective in their jobs. We encourage you to keep this theme and the attached AMA philosophies in mind as you prepare your presentation.*

## **Chapter Mission**

"The Austin Chapter of the AMA is a member services organization dedicated to educating the professional marketing community, increasing their knowledge and skills through national and local programming, and providing a forum for peer network and resource development."

## **Chapter Vision**

**"The Austin Chapter of the AMA is a strong, professional, education-focused chapter that leverages the stature of the international AMA organization to recruit, retain and engage mid- to high-level marketers."**

## The AMA Mission and Vision

### *AMA Mission*

“The American Marketing Association is an international professional society of individual members with an interest in the practice, study, and teaching of marketing. Our principle roles are:

First, to urge and assist the personal and professional development of our members and second, to advance the science and ethical practice of the marketing discipline.”

### *AMA Vision*

“The American Marketing Association is the world’s premier professional society dedicated to developing marketing leaders who are committed to finding, satisfying and keeping customers, thereby achieving economic growth and improve quality of life.”

## Association Philosophies and Objectives

By acting as an ongoing resource for information and opportunities, the American Marketing Association strives to serve as a strategy for success based on continuous learning. We believe that AMA strategic tools build stronger marketing careers to give our members the advantage in a world where knowledge is the whetstone of the competitive edge.

Targeting yourself for success in today’s ever-changing marketing world has never been more difficult. The assumptions of loyalty, paternalism and reward for performance that once formed the fabric of business are, today, constantly being re-evaluated and re-defined. These new rules of the game make it incumbent upon you, as a marketing professional, to acquire the knowledge that will allow you to manage your own career. Because, in today’s world of marketing, knowledge is everything.

The American Marketing Association, the world’s largest and most comprehensive professional association of marketers, is dedicated to the development of professionalism in every aspect of marketing. To that end, we offer you this opportunity to help you meet new challenges. In the firm belief that to know is to grow, these resources are ... ***Your Strategy for Success.***