



Session info, bios, slides:



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**Madison Chapter of American Marketing Association**  
***The Players May Have Changed, But the Game is Still the Same***  
**Tuesday March 6, 2012**

Time	Activity and Room	
8:00 am to 8:30 am	Registration and breakfast Exhibition Hall Atrium	
8:30 am to 8:45 am	Welcome Mendota 5-6	
8:45 am to 9:45 am	Think Mobile First: How to Lead as Smartphones Change Consumers - and Marketing - Forever  Brian Klais Pure Oxygen Mobile  Mendota 5-6	
9:45am to 10:45 am	Storytelling in New Channels  John Roach John Roach Projects Inc.  Mendota 5-6	
10:45am to 11:00 am	Break and transition	
11:00 to 11:45 am	Google+: Circles, Hangouts, +1 Button, and more!  Rich Hankison Google  Mendota 7	Mobile Marketing for Customer Acquisition and Retention  Jose Rivera American Family Insurance  Mendota 8
11:45 to 12:45 pm	Networking Lunch  Exhibition Hall Atrium and Mendota 5-6	
12:45 pm to 1:45 pm	Jockey - An Integrated Marketing Campaign with a White-Hot Celebrity, Tim Tebow  Mo Moorman Jockey International  Mendota 5-6	
1:45 pm to 2:00 pm	Break and transition	
2:00 pm to 2:45 pm	Using Video and Multimedia in B2B Marketing  Brad Parkel Singlewire  Mendota 7	QR codes: "Another arrow in your quiver"  Bruce Wachholz Cedar Creek Web Design  Mendota 8
2:45 pm to 3:00 pm	Break and transition	
3:00 pm to 3:45 pm	Is Your Brand Invisible On Facebook? What Happens (Or Not) When You Hit "Share"... And What You Can Do About It  Paul Banas Kraft Foods  Mendota 7	
3:45 pm to 4:15 pm	Speaker panel: Discuss your current challenges with the experts. Bring along your questions.  Mendota 5-6	
4:15 pm to 4:30 pm	Thank you/adjourn/seminar evaluation	



**A big thank you to the 2012 conference planning committee:**

Lacinda Athen  
Marketing Manager  
Valicom

Kevin Micklitz  
Director of Business Development  
Chamberlain Research Consultants

Tracy Grzybowski  
Account Supervisor  
Nelson Schmidt, Inc

Paul Nylander  
General Manager  
imc DataWorks, LLC

Troy Janisch  
Marketing Communications Director  
Sentry Insurance

Wendy Orfan  
Promotions & Advertising Manager  
Electronic Theatre Controls

Elisa Filipp  
Global Marketing Communications Manager  
Thermo Fisher Scientific

Nancy Resnick  
Chief Customer Officer  
Brand Insights LLC

**Madison Chapter of the American Marketing Association  
Board of Directors**

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President

Paul Nylander  
VP Communications and Technology

Kelley Dixon  
VP Programming

Ken Murray  
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VP Special Events

***Please plan to attend our upcoming events:***

**Profession Development Series  
(Members Only!)**

Speaker: Pat Seidel, Pat Seidel Training, LLC

**Topic:  
Perfect Your Presentation**

- When: Tuesday, March 20, 2012
- Time: 7:30 am - 8:45 am
- Location: The Exhibition Hall at the Alliant Energy Center

**Monthly speaker luncheon program**

Speaker: Dana Arnold, Hiebing

**Topic:  
Fix the Flat: Six Reasons Your  
Social Media Program Isn't Moving**

- When: Tuesday, April 10, 2012
- Time: 11:30 am to 1:00 pm
- Location: The Exhibition Hall at the Alliant Energy Center