



OCCAM
summit
FALL - 2011



Introducing Orange County's very own marketing strategy summit. Four great presentations with local experts sharing today's marketing techniques designed to help businesses generate immediate results. Prizes, giveaways, refreshments and snacks included.









Don't miss this unique event!

When: October 12, 2011

**Where: Back Bay Conference Center
3415 Michelson Drive, Irvine, CA**



Scheduled Presenters:

		<p>Samta Jain President: United Direct Marketing</p>	<p>Data-Driven Direct Marketing – a look at how data drives strategy, creative, selection of direct marketing media, and personalization of messages.</p>
		<p>Glenn Hansen Founder: Hansen House Communications</p>	<p>How To Score with Today's Business Communication Opportunities – learn the best ways to use the communication tools available to maximize PR, Marketing, Advertising and B2B Communication.</p>
		<p>Hank Mondaca President: MobiPromo</p>	<p>Mobile Marketing Trends – learn how to capture the attention of your by audience by using proven mobile solutions for marketing, advertising and promotional programs</p>
		<p>Tim Templeton President & Founder: Templeton Interactive</p>	<p>Monetizing Social Media – Learn how to leverage the power of social media for direct revenue, and how to develop, implement and measure a winning social media strategy</p>

Fee: \$49 in advance, \$59 at the door. \$39 student and non-profit discount

For more information or to register now, visit www.OCCAMSummit.com

For sponsorship opportunities contact contact@occams Summit.com or call 949-376-7276.