

2014 Innovations in
**CORPORATE BRAND
 MANAGEMENT,
 COMMUNICATIONS AND
 SOCIAL MEDIA:**



New Insights and Solutions to Connect With Your Stakeholders and Drive Better Business Results

Register by March 14th to save \$400!

May 5-7, 2014
 DePaul University
 Chicago, IL

BENCHMARK BEST PRACTICES WITH:



Bill White
 Senior Vice President,
 Corporate Communications
SPRINT



Cindy Lawson
 Vice President, Public Relations
 and Communications
DEPAUL UNIVERSITY



Denise Nelson
 Director of Marketing Strategy,
 Planning and Analytics
HEWLETT-PACKARD



Christopher Lehmann
 General Manager and Executive
 Creative Director
LANDOR ASSOCIATES



Sharon Wamble-King
 Senior Vice President,
 Enterprise Communications
FLORIDA BLUE



Suzanne Fanning
 President
**WORD OF MOUTH MARKETING
 ASSOCIATION (WOMMA)**



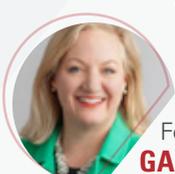
Kassandra Barnes
 Practice Leader,
 Research Strategy
CAREERBUILDER



Jonathan Salem Baskin
 Managing Director,
CONSENSIV LLC
 And columnist for *Advertising Age*
 and *Forbes* contributor



Kati Everett
 Vice President of
 Marketing and PR
NOVANT HEALTH



Maril MacDonald
 Founder
GAGEN MACDONALD



Gerould Kern
 Senior Vice President and Editor
CHICAGO TRIBUNE

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PRESENTED IN
 ASSOCIATION WITH



ORGANIZED BY



● **Learn practical strategies and step-by-step processes to boost your skills, your brand and your organization's performance by:**

- Growing and **protecting brand relationships online** with existing and new audiences
- Creating effective and more powerful brands by connecting your brand and your **reputation**
- **Positioning** your corporate brand in the marketplace
- **Engaging employees** to deliver your brand promise
- Identifying and communicating your **uniqueness** to stakeholders
- **Delivering the brand promise** to customers to build loyalty
- Using **social media, mobile and the latest digital strategies** to grow brand awareness and loyalty
- **Engaging key influencers**, or brand advocates, to drive success
- **Aligning marketing and communications** to deliver more consistent brand messages
- **Measuring brand value** to demonstrate business results

REGISTER TODAY!

www.aliconferences.com

888-362-7400



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Bring a Team and
Save even more –
Register 3, send
a 4th for
FREE!

● ● ●
**DEAR
COMMUNICATIONS,
BRANDING AND
MARKETING
COLLEAGUES,**

Today, companies must communicate their brand promise using a variety of channels to sustain growth in a highly competitive marketplace. To succeed, you must invest wisely, integrate technology into your brand strategy, and live the brand promise with all your stakeholders.

At the Advanced Learning Institute's *Corporate Brand Management, Communication and Social Media Conference and Workshops* taking place at DePaul University, Chicago, May 5-7, 2014, you will explore the latest issues, trends, and opportunities that will position your organization, products, and services for the future.

You will hear practical advice and learn best practice strategies for:

- Growing your brand relationships in the digital era, unlocking the potential of your organization
- Reshaping perceptions through a brand strategy
- Adding value to your brands
- Building employee commitment with the brand
- Delivering the brand promise
- And, overcoming competitive barriers in the marketplace to shape your brands at the speed of change and organizing for brand building

Through best practice examples from a wide range of leading organizations, you will learn the latest trends and innovations in brand management, communication and social media brand engagement.

We developed this conference based on comments from past events. The sessions will challenge your beliefs, test your abilities and assist in your professional development. Register today by calling the conference hotline at 888-362-7400 or 773-695-9400.

I look forward to welcoming you to DePaul University in Chicago this May!

Regards,



LEE HORNICK

Conference Chairperson
Advanced Learning Institute



P.S. Register by March 14th to lock in early bird rates and save \$400 off all registration fees. Plus, attend as a team to get one person free!

Learn **BEST
PRACTICES**
and **NETWORK**
with your peers
FROM:



- Sprint**
- Florida Blue**
- Chicago Tribune**
- Hewlett-Packard**
- CareerBuilder**
- Novant Health**
- Landor Associates**
- Prophet**
- Gagen MacDonald**
- Consensiv LLC**
- Elite SEM**
- FutureBrand**
- WOMMA (Word of Mouth
Marketing Association)**
- IABC Chicago (International
Association of Business
Communicators)**
- AMA (American Marketing
Association)**
- DePaul University**

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What our past attendees say: _____

“ I’m leaving with SEVERAL GREAT IDEAS! ”

“ Great PRACTICAL INSIGHTS. ”

“ I really liked the chance to MEET PEERS AND
BRAINSTORM COMMON ISSUES. ”

OUR CONFERENCE SUPPORTERS AND PARTNERS:

Host University



The DePaul Center is the anchor of DePaul University's Loop campus. The 11-floor facility, located at the corner of Jackson and State, is the home of the university's Driehaus College of Business, the main Loop library and various offices essential to students including DePaul Central, the Office of Admission, and more.



Be part of a world-wide organization that's 16,000 members strong and one of IABC's oldest and most successful local chapters. IABC/Chicago is made up of approximately 400 members representing a variety of communication functions and disciplines. IABC/Chicago members can enjoy a variety of benefits including networking opportunities, events, professional development, senior forums, and volunteer opportunities. For more information go to: <http://chicago.iabc.com/>



WOMMA (*Word of Mouth Marketing Association*) is the official non-profit trade association dedicated to the word of mouth and social media marketing industry. For more information, go to: www.womma.org



American Marketing Association
As the leading organization for marketers, AMA is the trusted go-to resource for marketers and academics. For more information go to: <https://www.marketingpower.com/>



WHO WILL ATTEND:

If you are responsible for:

➔ **Marketing. Branding. Corporate Communications. Digital Communications. Human Resources**

Then, this conference and workshops are for you. Bring your toughest problems and see how our panel of experts would solve them. You'll be in the company of other branding, marketing and corporate communication executives. I urge you to sign up today.



**PRE-CONFERENCE
WORKSHOPS,
MONDAY,
MAY 5, 2014**

- CHOOSE A, B, C OR ALL 3
- FOR MAXIMUM VALUE AND LEARNING

Jump start your conference experience by attending these interactive and practical workshops led by leading branding and marketing experts. A great opportunity to begin networking with fellow attendees and build a solid foundation for the case study presentations throughout the general sessions.

8:00 Registration for workshops and continental breakfast

Workshop A

STRATEGIC BRAND DEVELOPMENT
**Developing A Comprehensive Brand
Communication Strategy to Build Your
Brand Relationships with Customers**
8:30 am–10:30 am

Building strong brands is essential to organizational growth and survival. As the world continues to shrink with technology, brands must connect and expand their branding to cater to a global consumer, while also paying careful attention to those differences that continue to set consumer segments apart.

During this workshop, you will learn how to:

- Develop a comprehensive brand communication strategy
- Build trust and improve understanding with customers
- Communicate your brand premise
- Grow the value of your brands

ENSHALLA ANDERSON

Executive Director, Consumer Products
FutureBrand

KARI BLANCHARD

Executive Director, Strategy
FutureBrand

Workshop B

LIVING THE BRAND PROMISE:
**Aligning the Brand Promise with
Employee Behaviors and Interaction**
10:45 am – 12:45 pm

To succeed with your internal branding efforts emotions, feelings, and personal beliefs are openly communicated throughout the organization. During this session, senior branding and communication executives reveal how to give new meaning to your brands with employee involvement.

This interactive brainstorming session will teach you step-by-step processes to help you deliver the brand promise from the inside out, including how to:

- Define an internal brand that is authentic to the culture and supports the consumer brands
- Tell a story that is credible in a tight knit industry, while avoiding conventional approaches
- Inspire, challenge and empower employees to take it to the next level

MARIL MACDONALD

Founder

Gagen MacDonald

12:45-1:45 Lunch on your own

Workshop C

Refreshments will be provided

**SOCIAL MEDIA BRANDING
CAMPAIGNS:**
**Choosing the Right Campaigns for Your
Direct Marketing Objectives**
1:45 am – 3:45 am

This interactive workshop will cover the different marketing campaign types available on the biggest social media channels such as Facebook, Twitter, LinkedIn, and YouTube. Learn about the different campaign types and how they can be used effectively by your brand to meet your direct marketing objectives, including best practices for:

- The most common and effective social media advertising campaigns
- Implementation strategies for different direct marketing goals
- Influencing customer perceptions and maximizing brand impact using social media
- Targeting strategies on Facebook, Twitter, LinkedIn, and YouTube

MARC WEISINGER

Director, Marketing

Elite SEM

What Past Workshop Attendees Say

“WELL DONE!”

“GREAT, RELEVANT INFO. I loved that you shared tools!”



“ Good VARIETY OF SPEAKERS, GOOD PARTICIPATION from participants—opportunities for networking were RIGHT ON TARGET. ”

GENERAL SESSIONS DAY 1, TUESDAY, MAY 6, 2014

8:00 am Registration, Continental Breakfast & Networking

8:45– Welcome and Opening Remarks

9:00am **Lee Hornick**, *Conference Chairperson*, ALI CONFERENCES

9:00 – Communicating and Ensuring Delivery of Your Brand

9:45am Promise: How to Create and Maintain Workforce Behaviors that Support Your Brand

Brands can be notoriously difficult to control. A brand promise, however, gives a company substantial leverage over the brand experience. It allows a business to set up customer expectations and generate excitement. During this session, you will gain insights into:

- Creating a brand promise
- Implementing the brand promise throughout the workplace
- Inspiring employees to deliver consistent, accurate and positive brand experiences
- Evaluating and measuring the success of your strategy

Bill White, *Senior Vice President, Corporate Communications*, SPRINT

9:45– Social Media Triage: How to Use it to Protect Your Brand

10:30am Today, the number of social media tools seems never ending. By the time you master some of them, others quickly arise.

As such, managing conversations on social media sites also becomes a never-ending challenge, particularly during a crisis.

In this session, you will learn about the Social Media Incident Command Center (SMICC), a hub where social media communicators can analyze social media conversations and help translate communication needs and wants from various target audiences into meaningful and effective messaging while protecting your organization's brand during a crisis.

Cindy Lawson, *Vice President, Public Relations and Communications*, DEPAUL UNIVERSITY

10:30– Morning Refreshment & Networking Break
10:45am

10:45– Engaging Advocates: Leveraging Your Customers and Key Influencers to be Your Most Powerful Marketing Tool by Developing an Influencer Marketing Plan

There is now no doubt that your consumers are your best marketers, online and offline, so companies are putting more money into word of mouth than ever before.

You will learn how the top brands in the world are driving results by leveraging key consumers or Influencers. You'll learn the attributes that make up an influencer and how to determine "potential to influence" versus "actual influence." You'll hear about the most effective ways to benchmark across different verticals.

This session will give you the keys to constructing an influencer plan to set your brand or product up for success in 2014, including:

- The attributes that make an influencer
- The different types of influencers and determine which work best for your brand
- How to measure influencer marketing effectiveness
- Examples from some of the world's most innovative influencer marketing strategies

Suzanne Fanning, *President*, WORD OF MOUTH MARKETING ASSOCIATION (WOMMA)

11:30am– Reputation Controls for a New World of Big Data and 12:15pm Masses of Content

The realities of big data and the ubiquity of content and conversation have changed the rules for corporate reputation management, shifting the onus for communicators to go beyond PR planning, and take a more operationally-focused role in precluding the disconnects with stakeholders that yield crises in the first place.

Today demands new approaches and controls, and this session will meet that challenge head-on with specific cases and recommendations to help you manage your corporate reputation management.

This session will teach you 4 key takeaways:

1. Clarify & address stakeholder assumptions
2. Define thresholds for company actions
3. Don't let PR distract you from real crises
4. Use financial metrics to make decisions

Jonathan Salem Baskin, *Managing Director*, CONSENSIV LLC, And columnist for *ADVERTISING AGE* and *FORBES* contributor, and serial author whose latest 8th book, "The End of Anonymity," will be published in June, 2014.

12:15– Lunch on your own but not alone! Reservations are 1:30pm booked!

Sign up at the registration table to join a small group for lunch with an informal discussion around a branding, communications or social media hot topic! Take this opportunity to meet new colleagues while getting answers to some of your biggest questions.

INTERACTIVE EXERCISE!

1:30– Corporate Brand, Communications & Social Media 2:00pm Challenges and Solutions: Benchmark with your Peers

In this exercise, attendees will break into groups around common areas of interest to brainstorm new ideas and discuss solutions to common challenges. All will be encouraged to contribute to the discussions.



GENERAL SESSIONS DAY 1, TUESDAY, MAY 6, 2014

**2:00– 2:45pm Brand Extension Planning and Implementation: New
Rules for Branding Success**

To be successful, a brand must consistently provide quality and satisfaction; it must meaningfully distinguish itself from the competition to create customer preference; it must be relevant, convenient and easily accessible to its target audience; and it must appeal to their individual lifestyles, attitudes and beliefs. Therefore, it's critical that the messages you send about your brand be as predictable as the brand itself. Consistent and cohesive use of your name, logo and message points will present your organization in the same fashion to everyone.

During this session, you will hear how HP has used various approaches to:

- Build a meaningful brand extension strategy
- Brand an organization's future
- Connect your brand to your marketing efforts

Denise Nelson, *Director of Marketing Strategy, Planning and Analytics, HEWLETT-PACKARD*

**2:45– 3:30pm Managing an Integrated, Multi-Dimensional Re-
Branding Rollout: A Case Study**

Positioning itself to be successful in the consumer-oriented healthcare marketplace, Blue Cross Blue Shield of Florida began the journey of rebranding in 2011 with a major milestone of renaming the company, Florida Blue, in 2012.

As there are a large number of internal and external stakeholders required to be aligned with the change and new direction, the communication process has been marked by integrated efforts from corporate communications and marketing among others. This session will focus on:

- Why the company embarked on a re-branding journey after seven decades of successful history in the state
- How integrated communication has created alignment and internal ambassadors for the brand

Sharon Wamble-King, *Senior Vice President, Enterprise Communications, FLORIDA BLUE*

3:30– 3:45pm *Afternoon Refreshment & Networking Break*

What Past Conference Attendees Say _____
“Shared great tips & stories & ENGAGED THE
AUDIENCE. EXCELLENT.” _____

**3:45– 4:30pm Employee Branding: Mastering the Mindset of the
Millennial Employee to Drive Better Business Results**

In today's increasingly challenging environment, high competition for top candidates makes finding the best talent harder than ever. While organizations spend countless hours, financial resources and effort on social media tactics and job distribution, one of the best long-term strategies is to enhance the company's employment brand.

During this session, you will discover how to:

- Gain insight on the complexity of the job search in the digital age
- Understand behavioral trends driving millennial job candidates to increasingly use digital tools to evaluate companies and their brands
- Learn about the influence and usefulness of different search methods
- Strategize ways to make your own companies attractive to candidates that are using the latest digital tools to seek out potential employers

Kassandra Barnes, *Practice Leader, Research Strategy, CAREERBUILDER*

**4:30– 5:15pm Measuring the Effectiveness of Your Brand
Communication**

While the world may be getting smaller, the branding challenges clearly aren't. The pressures from intense competition and demanding customers are placing new pressures on brand performance, differentiation, and equity.

During this session, you will discover best practices from senior branding executives on how to:

- Deliver the brand promise to all stakeholders
- Influence the marketplace with your brand
- Create a unified, meaningful brand

Scott Davis, *Chief Growth Officer, PROPHET*
Kati Everett, *Vice President of Marketing and PR, NOVANT HEALTH*

5:15 pm– Networking Cocktail Reception – Please join us!

6:30 pm We invite you to join us for a drink to continue networking with conference attendees and speakers. Don't miss this chance to benchmark new ideas over complimentary drinks!

7:00 pm Dine Around Chicago: Reservations are Booked!

Sign up during the networking reception or during the day for dinner with a small group (dinner cost is on your own and separate checks will be requested.) Take advantage of Chicago's fine dining while you continue to network with your colleagues.

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What Past Conference Attendees Say

“Excellent! LOTS OF TIPS and GREAT EXAMPLES”

GENERAL SESSIONS DAY 2, WEDNESDAY, MAY 7, 2014

8:00am Continental Breakfast & Networking

8:30– Rethinking the Corporate and Brand Experience:

10:00am Achieving Business Success Throughout the Organization

A brand is a company's face to the world. A brand is also the promise and how the company is perceived by its customers, employees, investors, the media and various communities.

During this interactive panel session, senior marketing, branding, and communication executives discuss new ways to rethink the corporate and brand experience in the workplace and marketplace. You will hear practical ideas and advice for common challenges, including:

- Targeting customers, investors, employees (prospective and current), and those who affect a company's ability to do business in their brand-building efforts
- Anticipating a brand's future relevance
- Creating a customer experience that reinforces the brand across the multiple moments of truth that can make or break a brand
- Ensuring that employees are aligned with your brand promise
- Using digital media to achieve brand success

Moderator: **Lee Hornick**, *Conference Chairperson*
ALI CONFERENCES

Panelists: **Maril MacDonald**, *Founder*
GAGEN MACDONALD
Suzanne Fanning, *President*, WORD OF MOUTH MARKETING ASSOCIATION (WOMMA)

10:00– Morning Refreshment & Networking Break
10:15am

10:15– Chicago Tribune Media Group –How to Launch A New Brand Across A Changing Digital Landscape

Blue Sky Innovation is designed to inform, inspire and engage, bringing together an audience that looks at business—and life—in new ways. Whether striking out on their own, joining a small start-up or motivating teams within larger companies, these innovators all have this in common: they believe in the future, and in Chicago.

During this session, you will discover how to launch a new website, adapt to a changing digital landscape, and how to influence attitudes and behaviors.

Gerould Kern, *Senior Vice President and Editor*, CHICAGO TRIBUNE

11:00– Strategic Brand Renewal: Innovating and Revitalizing Troubled Brands

Your company sets the directions of the brand. Your audience determines your actual brand image. Branding is an ongoing evolution of marketing, research and conversation. Take the time to listen long and hard at the conversations from your audience to understand their real impressions. If your audience has a different view of you than what you intend, then you need to rehabilitate and revitalize your brand. During this session, you will find out how leading organizations are revitalizing their product and service brands. Issues and trends will be covered include:

- Brand renewal in a social media landscape
- Giving your brand new meaning
- Reinventing the organization

Christopher Lehmann, *General Manager and Executive Creative Director*, LANDOR ASSOCIATES

11:45am– Ask the Experts: Closing Speaker Panel

12:30pm Wrap up your conference experience with final questions for today's speakers.

12:30pm Chairperson's Recap and Close of General Sessions: Key Takeaways and What To Do When you Get Back To The

ABOUT US

The Advanced Learning Institute's mission is focused on helping executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of business problems. Our events are unique—offering facilitated networking sessions to meet your peers, exchange ideas and get answers to your most pressing questions.

WE GUARANTEE RESULTS:

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for another event.

A FEW OF OUR PAST ATTENDEES INCLUDE REPRESENTATIVES FROM THESE LEADING ORGANIZATIONS:

- Cisco
- American Express
- Mayo Clinic
- LinkedIn
- Disney
- Lockheed Martin
- PWC
- Prudential
- American Cancer Society
- Verizon
- John Deere
- PepsiCo
- The Hershey Company
- Microsoft
- U.S. Department of Defense
- Pfizer
- Facebook
- Southwest Airlines
- IBM
- NASA
- Northwestern Memorial Healthcare
- Walgreens
- World Bank
- Allstate Insurance
- Expedia
- And many more!!!

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VENUE AND LODGING

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

DePaul University Campus Center

1 E. Jackson Blvd.
Chicago, IL 60604

<http://www.depaul.edu/campus-maps/buildings/Pages/depaul-center.aspx>

The DePaul Center is the anchor of DePaul’s Chicago Loop campus. The 11-floor facility is located at the corner of Jackson and State Streets. It is approximately 20 miles from O’Hare International Airport and 12 miles from Midway Airport.

Area Map: <http://goo.gl/maps/SOHkj>

DePaul University has negotiated preferred rates at the Club Quarters Hotel, located just 3 blocks from the DePaul Meeting Center, subject to availability.

Club Quarters, Central Loop

111 West Adams Street
Chicago, IL 60603

Hotel Phone: (312) 214-6400

http://www.clubquarters.com/loc_chicago.php

To make a reservation, please call the hotel directly at (312) 214-6400 and ask for the Gold Status Member rate for “DePaul University.” Alternatively, you may book online at http://www.clubquarters.com/loc_chicago.php and input DEPAUL UNIVERSITY as the loyalty code.

There are also many other hotel venues available nearby. Please call **Mary Rose, 773-695-9400, x0**, for assistance.

REGISTRATION FEES

The following are included in your training registration: attendance, a training portfolio with additional meeting materials – including access to the digital dropbox to obtain electronic copies of speaker presentations, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

GROUP DISCOUNT

Register 3 colleagues and the 4th is FREE

Earlybird Pricing

by MARCH 14TH

Regular Pricing

after MARCH 14TH

	Earlybird Pricing by MARCH 14TH	Regular Pricing after MARCH 14TH
Conference Only (May 6-7)	\$1,699	\$2,099
Conference (May 6-7) Plus One Workshop (May 5)	\$2,099	\$2,499
Conference (May 6-7) Plus Two Workshops (May 5)	\$2,399	\$2,799
Conference (May 6-7) Plus Three Workshops (May 5)	\$2,599 Great Value!	\$2,999
→ ALL ACCESS PASS		
Conference Materials Only (if not attending)		\$249

Payment is due two weeks prior to the training, April 21st. If payment has not been received two weeks before the training, a credit-card hold, training form or purchase order will be taken to ensure your space.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,699! Register three attendees and the fourth registrant is FREE! Note to small departments—register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. PAST ATTENDEE DISCOUNT:

Earn training attendance bonuses as you benchmark with other organizations. As a past A.L.I. training attendee, receive a \$200 discount off your next A.L.I. training.

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the training (before April 21st) a

refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the training or less (on or after April 21st) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.’s liability is limited to the refund of the program fee only.

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted branding, marketing, communications or HR audience. Space is limited, so please call Lee Hornick at 212-625-3447 for more information.