

SCA Marketing Workshop Agenda

Saturday - May 31, 2008

9:00 am to 3:00 pm

9:00 to 9:15 Olga Cusco – Perceptive Marketing

Introduction of Workshop and Perceptive Marketing

9:15-9:45 Lataya Ballard - Christian Networking Group

Presentation Marketing

9:45-10:00 - QA (*Question and Answer session*)

10:00-10:30 Steven Kay - Steven Kay Media

The Truth about Radio Promotions

10:30-10:45 – QA

10:45-11:15 Ken Marsh

How to Fearlessly Network for New Business Development

11:15 – 11:30 QA

11:30-12:00 Lunch

12:00-12:30 Dale G. Konicek, Ph.D - Magellan Investment Advisory Group

Demographic Trends in Marketing

12:30-12:45 – QA

12:45-1:15 Brian Bearden

Top 5 Website Mistakes and How to Avoid Them

1:15- 1:30 – QA

1:30-2:00 Daniel Ellis - DEMM's Website Builder

The Mobile Houstonian

2:00-2:15 – QA

2:15-2:45 Mary Fran Blatchley - The Method Agency

Understanding How Social Media Impacts Business Marketing Efforts

2:45-3:00 - QA