



SAN DIEGO
AMERICAN MARKETING ASSOCIATION

NEWSLETTER - AUGUST 2013

5 Global Technology
Trends Changing
Marketing
With Kyle Lacy

ExactTarget.
a salesforce.com company

5 Global Technology Trends Changing Marketing

Date, Time: Thursday, August 29th from 11:30am to 1:00pm

Location: DoubleTree by Hilton Hotel San Diego – Mission Valley

Address: 7450 Hazard Center Drive, San Diego, California, 92108 - [MAP](#)

Cost: AMA Members: \$39 | Guests: \$49

[Register Now!](#)

About the Event

Never in history have we witnessed a more drastic change in the way(s) customers, employers, politicians, and professionals communicate. We are on the cusp of something great. The world of mobile, social, and email has changed everything! Consumers today have a myriad of options when it comes to interacting with your brand across all channels – and their expectations are higher than ever that the overall experience with your brand will be cohesive.

Learn from six years of consumer research spread over 6 countries, on why and how digital consumers behave and purchase. Join Kyle Lacy, Senior Manager of Content Marketing & Research for ExactTarget, as he walks you through the 5 trends that are changing the way we communicate and how to use them to change your business and life.

About the Speaker

Kyle Lacy is Senior Manager of Content Marketing & Research for [ExactTarget](#), a leading provider of interactive marketing solutions. He is the author of three critically acclaimed books, Twitter Marketing for

Dummies (2nd ed), Branding Yourself (2nd ed), and Social CRM. Prior to ExactTarget, Kyle co-founded a marketing technology company, helping over 350 clients build and deliver digital marketing experiences. You can follow him on Twitter at [@kyleplacy](#) or visit his blog at [KyleLacy.com](#).

ExactTarget Summary – ExactTarget is a leading global provider of cross-channel digital marketing software-as-a-service solutions that empower organizations of all sizes to communicate with their customers through email, mobile, social media, Web and marketing automation. ExactTarget's suite of integrated applications enables marketers to plan, automate, deliver and optimize data-driven digital marketing and real-time communications to drive customer engagement, increase sales and improve return on marketing investment.



Call for Speakers - 2013 Art of Marketing

The San Diego Chapter of the American Marketing Association (AMA) is proud to present the Art of Marketing, a one-day, interactive forum of speakers, panels and hands-on training intensives designed to celebrate the marketing discipline. The Art of Marketing 2013 promises to deliver real-world solutions in a lively forum, covering a variety of topics from best practices to state of the industry to cutting-edge trends and more.

Presented by the San Diego Chapter of The American Marketing Association (AMA), Art of Marketing 2013 will host 250-300 attendees and speakers from Fortune 500 companies in San Diego and Orange County, small and medium-sized business, and local universities. Attendees will span the marketing profession, with content targeted to mid-level to senior marketing professionals.

We are currently seeking speakers for topics including, but not limited to, Social Media, Digital Marketing, Marketing Tools, Marketing Research, Creative Strategies, Media Strategies, and Career Development.

[Learn More »](#)

Save the Date for These Upcoming Events



American Marketing Association's

Annual Marketing Conference

Where Wisdom and Inspiration Collide

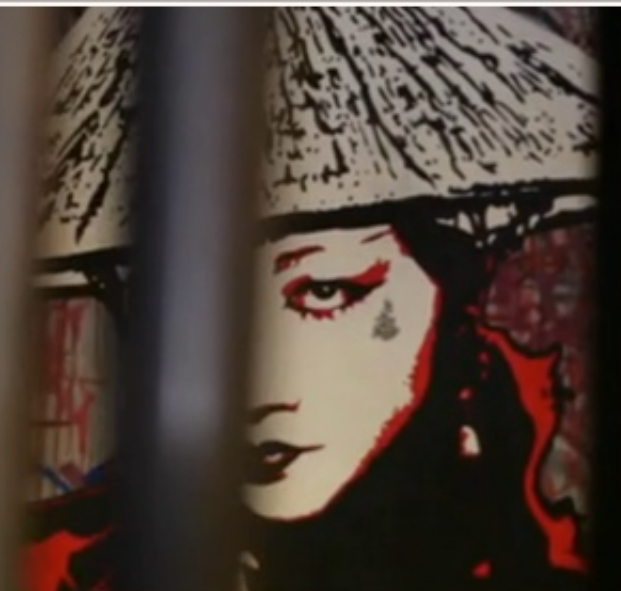
Sept 9th -11th, New Orleans

AMA.org/annualconference



Social Mixer

September 12th 5:30pm - 7:30pm



Unleashing Brand Advocates

With Rob Fuggetta



September 26th 11:30am - 1:00pm

Thank you to our ongoing sponsors



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