

Marketers Are from Mars, Creatives Are from Venus & How to Solve Your Earthly Problems

Register TODAY
JOINT LUNCHEON
HOSTED BY:



- A powerful exploration of the most common issue facing marketing and sales teams in companies and agencies

- Ask yourself this question:

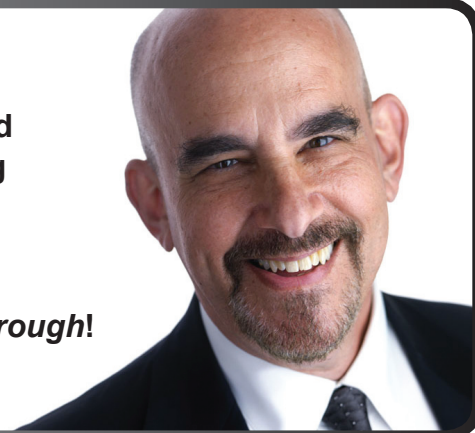
How would your life change if more than 70% of the work you did got approved the first time you did it? From there, we go to exploring the dynamics that contribute to the tensions between creatives and marketers. What are the processes that you can put in place that can resolve those conflicts - and how would that impact the work you're doing? Marketers will learn why they can't live with creatives (and certainly can't take them to lunch). Creatives will learn why they've never wanted to take a marketer out for a beer.

- It's recommended for Advertising, Sales, Marketing & Management.

Steve Lance

Four time Emmy Award winner Steve Lance has been hired and fired from some of the best and worst ad agencies in the business. Along the way he's created some of the most memorable campaigns in advertising including Shark Week for the Discovery Channel and The More You Know for NBC. He's the co-author of *The Little Blue Book of Advertising*, *The Little Blue Book of Marketing* and *Breakthrough!*

And, he's speaking in Biloxi for ONE DAY ONLY!



Lunch/Speaker/Workshop

Wednesday, May 25, 2011 (11am - 1pm)

BONEFISH GRILL - BILOXI

(At Edgewater Mall -2600 East Beach Blvd., Biloxi)

\$25 Adfed & PRAM Members

\$35 Non-Members • \$20 Students • \$45 Non-RSVP

Payment due in advance. Check, cash, Visa & Mastercard accepted.

Your choice of a Fish or Chicken Entree.

To register & arrange payment, contact

Gretchen David at gretchendavid1@mac.com

**LIMITED
AVAILABILITY**

**Deadline for Registration &
Payment is Friday, May 20, 2011**