



CHICAGO AMA
FOR MARKETING PROFESSIONALS

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Chicago, IL 60611

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Huddle Up for this All-Pro Event!
April 26 at Gibsons Steakhouse



CHICAGO AMA
FOR MARKETING PROFESSIONALS



CHICAGOLAND
CHAMBER OF COMMERCE



CHICAGO AMA & THE CHICAGOLAND CHAMBER OF COMMERCE

THURSDAY, APRIL 26, 2007

10:30AM - 1:00PM

GIBSONS STEAKHOUSE

1028 N. RUSH STREET, CHICAGO, IL 60611

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PROGRAM OVERVIEW

It can be tough to tackle marketing when you are faced with limited time and resources. To stay ahead of your competition, marketing your business is essential. In this interactive seminar you will learn where to focus your efforts and what you can do immediately to make the biggest impact, even on a small budget.

Packed with innovative tips, strategies, and real-life success stories delivered by experts in B2B marketing, this event is sure to score with anyone wearing multiple hats—B2B marketers, small business owners, and entrepreneurs too.

YOU WILL LEARN HOW TO:

- Overcome business challenges with winning marketing plays
- Select the best marketing mix for your business
- Combine marketing tools for maximum awareness & sales leads

INFORMATION & REGISTRATION

Agenda

- 10:30am -11:00am: Registration/Power Networking
- 11:00am -11:30pm: Restaurant.com Keynote Speaker
- 11:30am -12:15pm: Panel Forum, moderated by Raman Chadha of DePaul
- 12:15pm -1:00pm: Lunch/Idea Exchange with Subject Matter Experts

Event Pricing AMA/Chamber Members: \$60, Non-Members: \$85

Register online at chicagoama.org or call **312.280.0449**

Group rates are available. Call for more details.
Valet parking is available at Gibsons Steakhouse.

Q&A Lunch
featuring
"Idea Exchange"
with SMEs

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FEATURED SPEAKERS

Keynote

Cary Chessick launched Restaurant.com in 1999. Since that time, the company has grown to become the nation's premier online dining certificate provider for more than 8,000 restaurants & reservations resource for 6,000 restaurants across the country.

In 2001, Cary introduced the current business model for dining certificate sales and, last year, he launched online restaurant reservations and take-out and delivery. Today, he oversees a workforce of more than 125 employees and growing.

He is a two-time finalist for the Ernst and Young Entrepreneur of the Year award. Restaurant.com has been featured on numerous television programs broadcast on ABC, CBS, NBC, and FOX. Cary is also featured by the AMA in the latest issue of *Marketing News*.



Cary Chessick, President & CEO
Restaurant.com

Panelists



Bill Hanekamp, CEO
The Well Advertising

Bill Hanekamp, CEO of The Well Advertising, is an Internet marketing consultant, conference speaker, seminar leader, and author. He has developed online strategies and creative for over 100 middle-market businesses in a wide range of B2B and B2C industries.

Bill's unique expertise comes from his in-depth understanding of advertising, marketing, and technology. In a world where the CMO and CIO don't often get along, Bill is able to bridge the communication gap. His presentations at conferences consistently rank "Best of Show." His articles, speaking engagements, and commentary are on microsite.com.



John Fox, President
Venture Marketing

John Fox is president of Venture Marketing, a management consulting firm based in Chicago. His expertise in assisting small-medium businesses (SMBs) build traction for sales reps by aligning their marketing to specific sales process hurdles has empowered a variety of organizations.

John has experience as an entrepreneur and new business developer. He led the launch or re-launch of 44 companies, resulting in double and triple-digit revenue growth for every client served. John is the author of *Marketing Playbook®: The Manual for Selling More!—102 of the Best Marketing Plays to Get Your Sales Team Across the Goal Line*.



Bob Killian, President
Killian & Company

Bob Killian – creative director, branding consultant, designer, and marketing strategist – has been putting his grab-bag of skills to work for clients for over thirty years. Since 1987 he has been the ringleader of Killian & Company, a Chicago-based strategic branding agency.

Bob is the co-author of the popular "Do-It-Yourself Marketing and Advertising (3rd Edition)," published by Wylie Press. His White Papers, featured on the agency's Web site (www.killianadvertising.com), won a "Best Writing on the Web" award, and are taught in a dozen graduate schools of business.



Dyana Flanigan, President
Flanigan Communications

Dyana Flanigan specializes in helping growing businesses, nonprofit organizations, associations, entrepreneurs, and entertainers achieve marketing, sales, and public relations goals through targeted promotional programs, media campaigns, written materials, and special events.

Flanigan also offers customized seminars offering proven marketing tactics and strategies. She has taught public relations in the graduate program at Roosevelt University; direct marketing in the Stuart School of Business at the Illinois Institute of Technology; and is a trainer with the Community Media Workshop, teaching "Writing for the Media."