



FOR IMMEDIATE RELEASE

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Thought Leadership Marketing – The Next Step in Modern Marketing

Green Bay, Wis.- (Aug. 10, 2010) - Discover thought leadership strategies for modern, relevant marketing at the Entrepreneurial Innovation Series, “Thought Leadership Marketing,” set for Thursday, Sept. 23, 2010, 7:30 a.m., at the Business Assistance Center on the Northeast Wisconsin Technical College campus.

This portion of the ongoing series – coordinated by Advance, the economic development of the Green Bay Area Chamber of Commerce – will highlight critical thought leadership strategies for modern marketing from traditional media to new avenues, including blogs, virtual events, podcasts and social networking. Speakers will focus on the use of these vehicles to brand businesses, whether they’re entrepreneurial, nonprofit or for-profit in nature.

Features panelists include: Dana VanDen Heuvel, founder, Marketing Savant; David Sauter and Tracy Buzzell, ENVANO and Todd Loheny of elevation, llc.

Breakfast will be served at 7:30 a.m. with the presentation from 8 to 9:30 a.m. at the Business Assistance Center, 2701 Larsen Rd., Green Bay. Cost is only \$10.

To reserve your spot, contact call 920-496-9010 or email at ckennedy@tittletown.org or dthompson@tittletown.org.

Established in 1882, the mission of the Green Bay Area Chamber of Commerce is to promote economic and community development. Chamber programs include Advance, the economic development arm of the Chamber. Advance is a partner in the Business Assistance Center, a partnership of organizations providing assistance and resources for growing businesses in the New North. Other partners include: Northeast Wisconsin Technical College Center for Entrepreneurship, SCORE, Urban Hope Entrepreneur Center, UWGB Small Business Development Center, Wisconsin Business Development Finance Corporation, Wisconsin Entrepreneurs Network, and Wisconsin Manufacturing Extension Partnership.

For more information about Advance, contact Fred Monique, 920.496.2118, or visit advancegreenbay.org. For more information about the Green Bay Area Chamber of Commerce and its programs, call 920.437.8704 or visit titletown.org.

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