



**AANA presents a Special Workshop
by integrated marketing expert**

Don E. Schultz

Professor Emeritus, Northwestern University's Medill School

"MARKETING IN A PUSH AND PULL MARKETPLACE"

12 February 2010, 10.00am – 11.30am

Dockside, Cockle Bay Wharf, Sydney

Professor Schultz will address:

- Why traditional marketing is increasingly difficult and often simply irrelevant;
- How customer use of technology has changed the game;
- Four major marketing changes for the push-pull marketplace;
- Consumer media usage;
- New marketing processes that focus the organisation on customers;
- The globally proven 5-step integrated marketing communication process;
- How to build "Listening", not just "Talking" organisations.

About the Presenter:



Don E. Schultz is Professor Emeritus at Northwestern University's Medill School. He is most notable for his research and writing on Integrated Marketing Communications (IMC). He has been named American Advertising Federation "Advertising Educator of the year", and Sales and Marketing Management magazine named him one of the 80 Most Influential People in sales and marketing. Often referred to as the "father of integrated marketing", Schultz is the author or co-author of 25 books on marketing and communication, the most recent of which are "Building Customer Brand Relationships", "Media Generations" and the soon-to-be released "Retail Communities". He writes a regular column on Brands and Branding for Marketing Management magazine, the trade publication of the American Marketing Association and a monthly column for Marketing News. Prior to his academic career, Schultz worked for 15 years in the field of advertising. Schultz lectures and consults for various business groups and currently resides in the Chicago metropolitan area. He is also the president and founder of Agora, Inc., a consulting firm based in Evanston.

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AANA Workshop Registration Form 12 February 2010

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