



# Digital Marketing

## Meaningful, Measurable, Social

### May 14 - UMBC's Technology Center

#### How Does Your Online Marketing Measure Up?

The Maryland Chamber's Business Development Council has assembled a group of the region's top digital marketing experts to discuss online marketing strategies during an interactive panel discussion.

Many companies are integrating online and social media strategies into their marketing activity with mixed results. Some businesses are achieving outstanding results, while others seem to be spinning their wheels. Our panel of experts will discuss best practices, common mistakes, and more. Regardless of your industry or company size, you'll pick up useful tips and learn proven strategies that can help you grow your business.

Don't miss this opportunity to learn more about:

- Online Marketing & Brand Strategy
- Social Media Strategies
- Email Marketing
- Search Engine Marketing & Optimization

Speakers include:



**Moderator: Mario Armstrong**  
Visionary, Mario Armstrong Media, NPR, XM, WBAL-TV



**Greg Cangialosi**  
President & CEO, Blue Sky Factory



**Matt Goddard**  
CEO, R2integrated



**Leah Messina**  
CEO, Sinuate Media

#### Event Sponsors

Bank of America



BALTIMORE BUSINESS JOURNAL

#### When

Thursday, May 14  
8 a.m. to 10 a.m.

#### Where

techcenter@UMBC  
Main Seminar Room  
1450 S. Rolling Road  
Baltimore, MD 21227

#### Register Today

Name: \_\_\_\_\_

Title: \_\_\_\_\_

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<b>Maryland Chamber &amp; Event Partner Members</b>		
\$30 per person	# _____	\$ _____
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<b>TOTAL</b>	\$ _____	

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#### REGISTRATION REQUIRED

Contact Gail Lemke at (410) 269-0642, (301) 261-2858 or glemke@mdchamber.org. Fax the registration form to (410) 269-5247

Mail it to: Maryland Chamber of Commerce  
60 West Street, Suite 100, Annapolis, MD 21401

Make check payable to Maryland Chamber of Commerce. Payment must accompany registration by May 7, 2009. Cancellations received after May 7, 2009 are non-refundable.

**Register Online at:**  
[www.mdchamber.org/may14](http://www.mdchamber.org/may14)