

Integrated Marketing Communication and its Impact on Business Results

PRIME  **RESEARCH**



Date: January 18, 2017

Time: 6:00 pm – 8:00 pm

Location: The William and Anita Newman Vertical Campus at Baruch College, 55 Lexington Avenue New York, NY 10010

Seminar Overview

Our three marketing, public relations and communication experts will share experiences and opinions during this presentation on how new technologies, methods, and statistical acumen have made the tracking of all marketing communications efforts more accurate than it has ever been before. This panel will be of interest to marketers and public relations professionals at all levels, attendees will learn how to:

- Assess the business landscape impacting a brand's health
- Identify current strengths and weaknesses in their marketing value proposition
- Establish meaningful, reasonable, and measurable performance objectives
- Develop a marketing mix to achieve maximum impact
- Gain actionable insights from their marketing communication

strategy

Speakers

 **David Lurie**

Manager of Media Innovation

GE

Dave manages the execution of media partnerships, develops original content strategies for targeting new audiences in new ways and supports company ad campaigns with innovative distribution strategies. Prior to this role, he served as a public relations manager at GE, focusing on media relations and financial communications. Dave is a proud alum of the S.I. Newhouse School of Public Communications at Syracuse University.

 **Mark Stouse**

Founder and CEO

Proof

In 2015, Mark founded Proof, the first software company in the world to accurately compute the value that marketing and communications professionals create every day for businesses around the world. Together with a team of data scientists and input from more than 200 Fortune 1000 business leaders, he developed a sophisticated SaaS platform designed to identify and demonstrate the existence, strength and timing of cause-and-effect relationships hidden in customer data.

Mark Weiner
Chief Executive Officer
PRIME Research LP

Since 1993, Mark has devoted his career to helping many of the world's most respected organizations and brands to demonstrate and generate a positive return on their investment in corporate and brand communications. He is the author of *Unleashing the Power of PR: A Contrarian's Guide to Marketing and Communication* and the *PR Quamet*.

Mark joined PRIME as CEO in 2008. Under his guidance, PRIME earned many "Best PR Research" awards including The Diamond Sabre (*The Holmes Report*); The Platinum Award (PR News); The Ogilvy Award (Advertising Research Foundation), and The Jack Felton Golden Ruler Award (Institute for Public Relations).

Cost

\$35 for Current Members of the NYAMA

\$35 for Current GreenBook Listers

\$50 for General Attendees

Food and Beverages will be provided.

REGISTER NOW

There will be no onsite registration available for this event.

Please purchase your tickets in advance. Ticket sales end

January 16, 2017.

