



How to Leverage Secrets of Consumer Behavior to Drive Revenue for Your Brand

Thursday, August 29, 2013 | 11:30 a.m - 1:30 p.m

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Join [Jamie Turner](#) -- author, speaker and CEO of [60 Second Communications](#) -- as he leads an All Star Panel Discussion that unlocks the secrets of consumer behavior and how to use those secrets to drive revenue for your brand.

We have 5 confirmed panelists:

[Sally Goldberg Mundell](#)

Director, Direct to Consumer - **Spanx**

[Paige Cannon Fuller](#)

Consultant, Former VP, Marketing - **Alternative Apparel**

[Toby Bloomberg](#)

Director, Social Media Integration - **Cox Media Group**

[Matt Dooley](#)

Director, Digital Marketing – **Turner Broadcasting**

[Greg Fasking](#)

VP, Consumer Marketing - **Infinity Insurance**

Jamie has been profiled in the world's best-selling marketing textbook and is a regular guest on CNN on the topics of social media, mobile marketing and branding.

He'll be leading an All Star panel made up of marketing experts from some of Atlanta's best-known brands.

In this fun and interactive presentation, you'll learn what happens in a consumer's brain that makes most Americans prefer Coke over Pepsi. You'll also learn why the color red is a marketer's secret weapon. And you'll learn about some of the newest findings in the Next Big Thing -- neuromarketing.

Don't miss this lively, engaging panel discussion with experts from some of the world's leading brands. [Sign up today!](#)

[Register for this Event!](#)

| Location | This Months Sponsor | Event Fees |
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|  Maggiano's - Buckhead 3368 Peachtree Road Atlanta GA 30326 |  www.omi.co | DMA Member: \$40 Non-Member: \$50 If within 5 business days: + \$10 per person |

Phone: [404-816-9650](tel:404-816-9650)

Bring your colleagues! Save more by registering at least 5 business days in advance. [Register now.](#)

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