

**The American Marketing Association’s Phoenix Chapter
Announces September “Special Interest Group” Event**

WHAT	<p>The American Marketing Association’s (AMA) Phoenix Chapter announces its August Special Interest Group (SIG):</p> <p>“Direct Marketing SIG: Dialogue Marketing. The End of the World as We Know It.”</p>
WHO	<p>Mark Godfrey, president of Parker Madison Dialogue Marketing, will present the topic.</p> <p>Godfrey will provide attendees with information on:</p> <ul style="list-style-type: none"> § Why dialogue marketing is poised to become the most powerful aspect of the marketing process § How everyone can begin taking advantage of dialogue marketing techniques immediately § How to structure any marketing program to generate leads and build qualified databases § How to help clients capture information on their customers that is currently evaporating § Branding’s role in the dialogue marketing process
SPONSOR	<p>Prisma Graphics is the Platinum Sponsor for all 2008-09 monthly meetings and SIG events.</p>
WHEN	<p>September 11, 2008 3:00 – 5 p.m.</p>
WHERE	<p>SkySong 1475 N Scottsdale Road, Convergence Room 129 Scottsdale, AZ 85257</p>
COST	<ul style="list-style-type: none"> § \$20 for members and students that register by September 5 § \$30 for nonmembers that register by September 5
REGISTRATION	<p>Register online at http://www.netme.com/amaphoenix/</p>
CONTACT INFORMATION	<p>American Marketing Association – Phoenix Chapter www.amaphoenix.org 602-866-0342</p>