

VENTURE 2008 MARKETING

Level the playing field

25 SEPTEMBER 2008 | PLUG and PLAY Tech CENTER | Sunnyvale, CA

Do you have a **new product** coming to the market?

How do you capture your **customer's** attention?

How do you **grow** without the big budget?



Discover the latest trends in marketing and hear the advice from experts and **industry leaders** on how to stand out in the marketplace, increase your market share, and create truly effective, powerful marketing messages that **propel your business** to the next level of growth and success.

Get unique, **hands-on** marketing guidance on how to select the best media for your message, the marketing mix that best applies to your product or service and execute **big ideas** without a big budget... the power of applied creativity to **move the market** in your favor.

the first 20 to register will be entered to win the new iPhone 3G.

REGISTER AT www.venture2008.eventsbot.com

Industry leading speakers from:



Produced by:

Pier 2 Marketing, LLC
2195 Beach Street, Suite 204
San Francisco, Ca 94123
www.pier2marketing.com

AGENDA

Thursday September 25, 2008

9:00 - 9:10

Welcome

9:10 - 9:55

Innovative Branding | How to make your ideas stick

10:00 - 10:45

Behavioral Targeting | Reaching the right customer

10:45 - 11:00

Coffee break & informal discussion

11:00 - 11:45

Getting Social | How to reach your audience in their space

12:00 - 13:30

Lunch and discussion tables

13:00 - 14:15

Mobile Marketing | Marketing in a new dimension

14:15 - 15:00

New trends in internet marketing

15:00 - 15:15

Coffee break & informal discussion

15:15 - 16:00

Green Marketing | Making an impact

16:00 - 16:45

Visibility Strategies | Exposure on the right perspective

16:45 - 17:00

Wrap up

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After the event come and network with other companies and VCs

at the Plug and Play Fall EXPO. Cocktail reception from 6:00 - 8:00 pm.

KEY NOTE SPEAKERS



Porter Gale
VP of Marketing at Virgin America



Innovative marketing strategist and out-of-the-box thinker with nearly 20 years of experience working in marketing, advertising and independent filmmaking. Prior to Virgin America, Porter ran the Porter Gale Group and held the post of General Manager at Kirshenbaum Bond + Partners, working with clients like: Vegas.com, Coach, Snapple, Van Cleef & Arpels and Judith Leiber among others. She has produced and directed documentaries airing on Lifetime, PBS, Channel 4 /England and in film festivals around the globe.



George H. John, PhD
CEO & Founder of Rocket Fuel Inc.



Strategist, entrepreneur and thought leader who brings more than a decade of experience in developing and expanding Internet businesses. He has contributed to the rapid growth and success of several pioneering Internet companies. Prior to Rocket Fuel he worked at IBM, E.piphany, held the post of director of product management at Salesforce.com and senior director for behavioral targeting and personalization at Yahoo!.



Steve Patrizi
Director of Advertising Sales at LinkedIn



Mr. Patrizi leads the advertising sales & operations organization for LinkedIn, working with the world's most recognized brands and advertising agencies to help them connect with LinkedIn's audience. Prior to LinkedIn he held the post of Manager of Advertising Sales at Microsoft Corporation and spent 10 years with Dow Jones & Company in various roles, including Director of West Region Advertising Sales for The Wall Street Journal Online.



Gretchen Howard
Google AdWords Director, Online Sales & Operations

Mrs. Howard leads the Strategic Operations team working closely with advertisers to maximize opportunities in sales, retention and customer happiness. She also launched and leads the Industry Marketing team, providing vertical customer facing industry expertise, sales, support and training. Prior to joining Google, she was VP of Market Development and Field Sales for Fidelity Investments, and consulting manager for Accenture and Mainspring, Inc.



Sean Donahue
Director of Corporate Marketing at Dell



Dell's primary spokesman on energy efficiency & climate protection initiatives. He played a key role in the development and launch of ReGeneration.org, and as co-chair of Environmental 2.0 Customer Empowerment Task Force, he helps carry out Dell's pledge to become the 'greenest' technology company on the planet. Prior to Dell, he was director of public affairs at The Glover Park Group and director of the Technology & Communications Practice at Dittus Communications.



Reno Marioni
Business Development, Nokia Strategic Partnerships

Creative, visionary and expert in the areas of mobile, social media and Internet. Mr. Marioni leads the Strategy & Business Development Group at Nokia focusing on Internet, Social Networking and Location Based Services. He has global experience launching innovative mobile/wireless, broadband content and Internet software products and services. Prior to Nokia, he was the Founder and CEO of Pointr and Adventure Zone Network, and hold key positions at: Tangent Mobile, Marimba, Infoscape and Sun Microsystems.