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Thursday, April 12, 2012

Learn From the Pros at marketCHARLOTTE

I've come to expect that when Adam Holden-Bache, CEO/managing director of chamber member company [Mass Transmit](#), opens his mouth, I will learn something. Sure enough, when I sat in on a planning session for marketCHARLOTTE earlier this week, Adam shared a few highlights of his upcoming presentation, and I had to take notes. I won't spoil the presentation and share what those where, but if your company has an email marketing program, you'll want to hear it. And probably ask him questions. And maybe hire him to take care of your email program.

[marketCHARLOTTE - Stories of Leadership](#) is an event coming up on April 24 presented by a partnership of Charlotte's professional associations for marketing, including AAF Charlotte, AIGA Charlotte, BMA Carolinas, CAMA, CDMA, IABC, PDMA, SMCLT and SMPS. It's an evolution of their annual marketing forecast event and promises lots of learning and networking.



Tuesday, April 24
Networking 5-6 p.m.
Panels 6-8:30 p.m.

Other speakers who will join Adam on stage:

Bruce Hensley of [Hensley Fontana Public Relations](#) will share inside info on [Charlotte Restaurant Week](#)'s PR campaign. I heard a bit of Bruce's presentation at the planning meeting and found it fascinating. I haven't figured out how to apply the information to my work yet, but I'm sure it's just a matter of time.

Doug Lebda of [LendingTree](#). I'm not entirely sure what Doug's topic will be, but he's a great speaker. He could probably talk about his shoes, and we'd be interested.

John Bauersfeld of [Roush Fenway Racing](#) will discuss how he increased Google+ followers from 500,000 to 2 million in only two months. Wow. The chamber really needs to get a NASCAR driver on staff ASAP.

Josh Oakhurst of [Skookum Digital Works](#) will talk about branding and lead generation. Josh joined the chamber last year for our annual fall retreat and shared his big, hairy, audacious goal to create a virtual Charlotte (like SimCity but 10 billion times awesomer because of the Charlotte part). He's an entertaining and imaginative speaker.

Erinne Kovi Dyer of [Carolinas HealthCare System](#). I'm not sure what Erinne is talking about either, and she's fairly new to Carolinas HealthCare System. She may be sharing some experience from her previous employer. I'll update this post when I find out more.

Desiree Kane of [The PPL](#) will talk Twitter. I believe she'll share her experience leading the DNC in CLT Twitter campaign back when the DNC was still deciding between Charlotte and St. Louis. It was fun times. I'll remember it fondly always. And she was the first person I called when Brian Francis told me we needed to launch a Twitter campaign for Chiquita (#bananas4CLT). Also fun times. We should have a Charlotte-centric Twitter campaign running all the time for our entertainment.

Eric Frazier of the [Charlotte Observer](#) and Nathan Richie of [NR Creative Group](#) will moderate the panels (and provide eye candy for when your ears tune out).

I hope to see you there. I may or may not share my notes afterward because I'm stingy sometimes. Follow on Twitter at [#mktclt](#) or [@marketclt](#)



by Melisa LaVergne, Director of Communications



Posted by: Melisa Lavergne @ 12:00:00 am

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