REGISTER NOW
Prepare to Compete!
The 5th Annual American Marketing Association’s Western Regional Conference sponsored by the UNLV AMA Chapter

January 26-27, 2018 at the UNLV Lee Business School

Total number of spots are limited for each activity, so sign up today.

Please join us for the Fifth Annual American Marketing Association’s Western Regional Conference. Register using this link: https://unlvamawesternregionalconference.eventbrite.com

4 Big Benefits for your AMA Chapter

1. This conference is a perfect warm up for the upcoming American Marketing Association’s International Collegiate Conference.
2. It is a value-added team building interactive event that you can offer to your members.
3. It is one more event for you to include on your Annual Report.
4. And it’s free for AMA Chapters.

Dress Code

Friday, January 26: Casual, but we encourage wearing your AMA or school shirts
Saturday, January 27: Business Casual

Six Great Competitions – Your chapter can sign up for any or all of the activities

Register for competitions using this link: https://goo.gl/forms/wbbmel9myr7JOlccE2

The UNLV Western Regional AMA Conference Sales Competition - Sales Competition offers the opportunity for students to sharpen their sales skills in a highly competitive environment and provides a venue to network with business professionals, peers and, sales faculty. The sales completion is held as a two-round event. Below is a description of the two rounds

The UNLV AMA Marketing Chapter Feud - A fun competition designed after the popular game show, Family Feud. Your team of 1-4 members will be asked a series of marketing related question for which your team will need to determine the most popular answers.

Zappos Perfect Pitch - (similar format as the Perfect Pitch competition held at the AMA International Collegiate Conference), using digital technology. It is a great warm up for teams headed to the conference, and great opportunity to participate for those students not in the national competition.

The UNLV AMA Marketing Strategy Competition (similar format as the Marketing Strategy competition held at the AMA International Collegiate Conference), using digital technology. It is a great warm up for teams headed to the conference, and great opportunity to participate for those students not in the national competition.

The UNLV AMA Marketing Analytics/Math Competition - Designed to test your team’s skills to analyze data.

AMA Trivia Quiz – This is a fun marketing and business trivia contest for students. The skills are similar to those needed for “Trivial Pursuit” and Jeopardy. This competition is always great fun.