

Unravel the Marketing Mystery

How to Leverage Marketing to Generate Leads & Sales for YOUR Business:
If there is one area of the business that frustrates business owners, due to a lack of understanding, control, impact, and return it is marketing. Join us for an afternoon to learn:

- What you need to know BEFORE you make a marketing plan.
- How to create market messaging that inspires your customers and prospects to choose YOU over your competition.
- What to consider, how to choose, and how to work with the right tools and partners to help take your message to the right market and create measurable differences in your top line.

KEYNOTE SPEAKERS



TOM GUETZKE - CLIENT MAGNET

As the founder of Client Magnet, Tom has successfully grown businesses in the U.S. and 65 countries around the globe including PUR Water Filters, Whirlpool Home Appliances, the U.S. Olympic Team, Williams- Sonoma and Disney. Tom has been featured in U.S. News & World Report and serves on the Small Business Advisory Board for Fortune and USA TODAY.



KEVIN J. MCARDLE - MCARDLE BUSINESS ADVISORS

Kevin is the owner and founder of McCardle Business Advisors. His firm helps emerging, mid-market and Fortune 500 companies thrive in competitive markets by building market share and creating profitable growth. Kevin shows companies what they need to do to differentiate and outperform their competition.

PANELISTS



PANELIST
CAMERON CLARK
Marketing Director
August Ash



PANELIST
KAREN FEDER
VP of Digital Strategy
PARQA



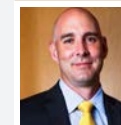
PANELIST
DARIN LYNCH
President & CEO
Irish Titan



PANELIST
ADAM PROEHL
Co-Founder & Partner
NordicClick Interactive



PANELIST
GARY STOCKERT
President
SMCpros



MODERATOR
KURT THERIAULT
President
Allied Executives

WHO

This event is for CEO's and Business Owners

WHEN

Thursday, November 2, 2017
From 1:30 p.m. - 6:00 p.m.
1:30 - 2:00 p.m. Registration & Exhibiting
2:00 - 4:00 p.m. Presentations
4:00 - 6:00 p.m. Complimentary Hors d' oeuvres
Networking & Happy Hour Social

WHERE

Sheraton Minneapolis West Hotel
12201 Ridgedale Drive
Minnetonka, MN 55305

**CLICK HERE
TO REGISTER**

REGISTRATION

Advance registration and payment required
online at WWW.ALLIEDEXECUTIVES.COM
Allied Executives Members - FREE
Non-members - \$65

Call 651-735-0740 to participate as an exhibitor and sponsor at this event.

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