

Full BRAIN Marketing

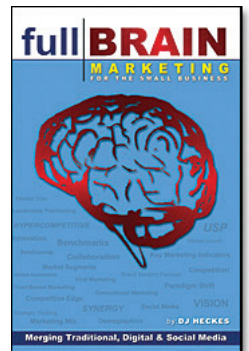
A CONVERSATION WITH THE AUTHOR

Thursday, May 20, 11:30 a.m. - 1:00 p.m.



The speed of change in today's world is unprecedented, and a small business owner must innovate to have any reasonable chance to grow. At the same time, they face the usual dichotomy of dealing with both right brain — creative— and left brain — linear — challenges in running their business.

Full Brain Marketing explains that if done properly, marketing can be accomplished more easily and with a far greater rate of success. **Full Brain Marketing** teaches how to tie in traditional, digital and social media marketing, and shows new ways to acquire valuable insights into one's customer, create game-changing ideas, and apply methods for reducing risk.



ABOUT OUR SPEAKER

DJ Heckes, CEO and founder of EXHIB-IT! Tradeshow Marketing Experts, wrote **Full Brain Marketing** as the result of successfully steering her then one-year-old company through the dot com crash and the 9/11 fallout. DJ Heckes grew her company in the wake of disaster when many in her industry closed their doors. Her company reached a peak when it grew 108% in the span of two years.

JOIN THE CONVERSATION



Gene Grant, co-host of **New Mexico In Focus** at KNME, leads the discussion with DJ Heckes about her book.

MENU

Cobb Salad - Triple Berry Shortcake

WHERE

Embassy Suites Hotel
1000 Woodward PI NE
(I-25 & Lomas)

WHEN

Thursday, May 20, 11:30-1:30pm
LUNCH served **PROMPTLY** at NOON
due to filming by KNME

\$25 for NMAMA members & students
\$40 for non-members

Please register in advance
by NOON on Wednesday, May 19

Visit the Web site for info / registration

NMAMA.ORG

Questions? email info@nmama.org