

Contact: Craig Workman  
314-640-9033  
[craig@workman-company.com](mailto:craig@workman-company.com)

FOR IMMEDIATE RELEASE

**THIRTY LEADING BUSINESS COMMUNICATORS TO SHARE BEST INTEGRATED  
MARKETING PRACTICES AND TECHNOLOGIES AT 'INTEGRATED MARKETING  
SUMMIT' IN ST. LOUIS ON DECEMBER 10;  
Visit [www.IntegratedMarketingSummit.com](http://www.IntegratedMarketingSummit.com) to Register**

St. Louis, Mo., November 25, 2009 – Thirty of the country's leading experts on integrated marketing and sales will be in St. Louis on December 10 for the Integrated Marketing Summit – an unprecedented event for marketing, advertising, public relations, sales and business development professionals. Nationally known experts will share their insights on topics covering the full spectrum of integrated marketing, from lead generation and social media to corporate case studies. Speakers include:

- **Jamie Turner**, Director of Consumer Insight for direct response and interactive agency BKV, and Chief Content Officer for **The 60 Second Marketer**
- **Ekaterina Walter**, Social Media Strategist, Intel Corporation and best practices expert
- **Bill Hunt**, Board member of the Search Engine Marketing Professional Organization (SEMPO) and leading expert in Enterprise and International Search Engine Marketing Strategy
- **Chris Hill**, President and Creative Director of HILL and recipient of the American Institute of Graphic Arts Fellow award for lifetime achievement

The Lunch Keynote will feature **Steven Woods**, national thought leader on lead generation and marketing automation technologies. Woods is CTO and co-founder of Eloqua and author of the Amazon.com best-seller, "**Digital Body Language.**"

The 15 general sessions and two additional keynote presentations will cover key issues facing marketers and sales professionals charged with generating revenue, including demand generation; public relations and social media; brand experience and brand awareness; sales and marketing alignment and CRM; tracking return on marketing and sales investment; and case studies on integrated marketing solutions.

The speakers will represent many well-known agencies and corporations, including Razorfish, IBM Software Group, OgilvyPR and Ascentium, and will also include six speakers from the St. Louis area. Kevin Smith, Affiliate Marketing Manager for Brown Shoe Company, will present a case study on Shoes.com.

The event has 22 national sponsors and co-sponsors, as well as seven local marketing communications professional trade associations and agencies. It will be held at the Millennium Hotel in St. Louis from 7:30 a.m. - 7:00 p.m. The event is open to the public, and advance registration is required. For more information on the event, speakers, cost to attend and to register, visit the event website at [www.IntegratedMarketingSummit.com](http://www.IntegratedMarketingSummit.com).

The Integrated Marketing Summit (IMS) is premised on the core belief that the single most important role of marketing, like sales, is to drive revenue rapidly. The business of marketing is changing - reflected by the fact that customers and prospects now interact with products, services, brands and each other across an increasing number of channels. IMS was created to provide marketing and sales professionals with an event and a community for sharing the best practices, technologies and expertise they need to Drive Revenue Rapidly.

For more information, contact: Craig Workman at 314-640-9033 or [craig@workman-company.com](mailto:craig@workman-company.com).

##