



# AGC OF WISCONSIN MARKETING FORUM

HELPING IDEAS BECOME BUSINESS

## “BUZZ” NETWORKS E-Marketing Today and Tomorrow

Gaining attention, capturing mindshare and standing out from the competition requires the integration of new media tactics like blogs, vlogs, wikis, RSS, word-of-mouth marketing, webcasts, podcasts, etc. into your overall marketing mix. Not only are enterprises incorporating these tools into their mix, but industry publications like McGraw Hill’s *Construction* and *Engineering News Record* are now providing RSS feeds and blogs. Collaborative workspaces like Autodesk’s *BuzzSaw* are great examples of wiki-like sites allowing for multi-user sharing of documents and enhanced document version control. Community sites like *National Contractors* and *BidClerk* are creating net marketplaces for buyers, sellers and interested parties to stay abreast of the latest industry trends and project opportunities.

Marketers and business development staff need to understand what these tools are and how to leverage them for their own initiatives. These tools become a valuable component of the overall business development process and inputs into the sales funnel in generating interest, inquiries and qualified leads for the purchase of a complex service.

In this session, we’ll review some of the trends that are re-defining the marketing and business landscape and the technological solutions that are being generated in response. Among the topics reviewed will be individual and organizational desires for choice, collaboration, community, content, customization, low cost and creativity.

We’ll also explore the importance of monitoring, managing and staying abreast of online content generated from one of three content creators – users, mainstream or industry publications (mainstream media) and the enterprise itself.

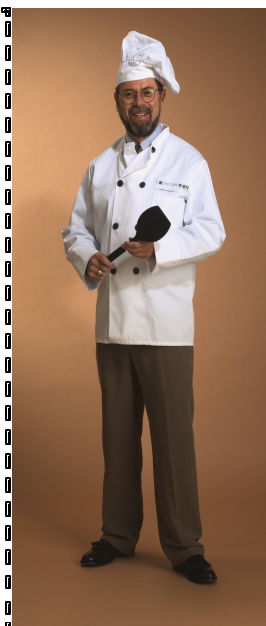
Technological advances and responses leading the curve that will be reviewed include blogs, vlogs, wikis, RSS, wikis, podcasts, webinars, community sites and word of mouth marketing.

**Date:** **Thursday, April 27, 2006**  
8:00 a.m. Registration  
8:30-11:30a.m. Program

**Location:** **Sheraton Madison**  
706 John Nolen Drive  
Madison, WI

**Registration Fee:**  
AGC of Wisconsin Members: \$95  
Non-Members: \$125

*Registration fee includes continental breakfast and program materials.*



### Program Presenter:

**Paul Gibler**, the Web Chef, is the founder and Principal Consultant for CONNECTINGDOTS, an e-business and marketing strategy consulting and training company. Paul consults and speaks on marketing and technology topics for associations, corporations and other organizations around the country. He has served on the faculty in the University of Wisconsin system at Platteville, Whitewater and Milwaukee, the Milwaukee School of Engineering and in the Marquette University MBA program. Paul also has extensive corporate experience in global marketing and communications in a wide range of industry sectors.



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## REGISTRATION FORM

### BUZZ NETWORKS ~ E-Marketing Today & Tomorrow

*Thursday, April 27, 2006*

*Sheraton Madison (706 John Nolen Dr.; Madison, WI)*

### Registration & Refund Deadline: April 21, 2006

Please register the following (for additional names, please use a separate sheet) Please type or print clearly.

Company:			
Address:	City:	State:	Zip:
Contact Person:	Telephone:	Fax:	
Attendee Name:		Attendee E-mail Address:	
1.			
2.			
3.			
4.			
5.			
6.			

**Mail or fax form to :** AGC of Wisconsin, 4814 E. Broadway, Madison, WI 53716  
**Fax:** (608) 221-4446

**Registration fee enclosed** Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

Make checks payable to: AGC of Wisconsin

**Bill my Credit Card** (circle one) **VISA** **MASTERCARD**

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as Printed on Card: \_\_\_\_\_

Signature \_\_\_\_\_

**Questions:** Contact Laura Cataldo at (608) 221-3821 or cataldo@agcwi.org