

UWM Lubar School of Business Center for Technology Innovation

The Center for Technology Innovation (CTI) was established in 2000 at the University of Wisconsin-Milwaukee Lubar School of Business to facilitate an alliance between the School's resources in management information systems and the business community. Dr. William (Dave) Haseman, Wisconsin Distinguished Professor in the MIS area, is the Center's Director.

For more information about the UWM Lubar School of Business Center for Technology Innovation, including the recently organized Work Groups focusing on:

- 1) SOA and Web Services, and
- 2) SAP NetWeaver and Portals,

please contact:

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Web: www.cti.sba.uwm.edu



Sheldon B. Lubar
School of Business
Center for
**TECHNOLOGY
INNOVATION**

REGISTRATION

Seating is limited. Please return the attached registration form as soon as possible. The registration fee is \$125. The deadline for registration is Friday, September 15. For further information, call (414) 229-3992. Online registration is available at www.cti.sba.uwm.edu.

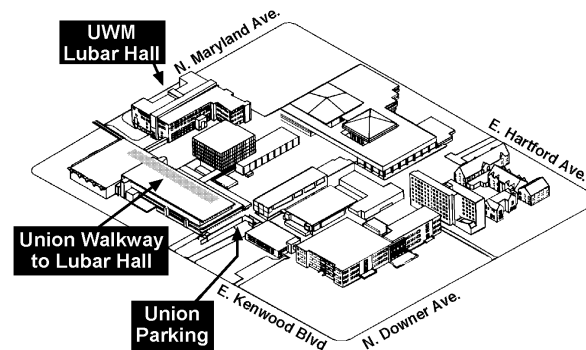
A special \$115 discounted rate is available for UWM MIS Alumni.

MEALS

A continental breakfast and lunch are included in registration. Breakfast is served at 8 AM.

PARKING

Parking is available in the UWM Union Parking Structure. The entrance to the structure is located on the north side of Kenwood Boulevard between Downer and Maryland Avenues. The Lubar School of Business is located at Lubar Hall, 3202 N. Maryland Avenue, Milwaukee, Wisconsin 53211.



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Sheldon B. Lubar School of Business
Center for Technology Innovation
P.O. Box 742
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UWM Sheldon B. Lubar School of Business
Center for Technology Innovation

presents

e-Marketing 2.0: Attracting & Retaining Customers Online

a full-day seminar
featuring

Paul J. Gibler

"The Web Chef," ConnectingDots

Friday, September 22, 2006
8:30 a.m. – 4:30 p.m.

Lubar Hall
Room N146
UWM Campus



e-Marketing 2.0: Attracting & Retaining Customers Online

featuring **Paul J. Gibler**, "The Web Chef," ConnectingDots

OVERVIEW

Web 2.0 tools and techniques like blogs, podcasts, vlogs, wikis, RSS, social tagging, and mashups are joining "older but freshened" e-marketing techniques like e-mail permission marketing, search engine marketing and online advertising to attract and engage customers online. In addition, companies are re-investing in web sites to strengthen their brands online.

This workshop is designed to help you better understand consumers' motivations, desires, and subsequent behavior driving the utilization of these techniques. We will also explore how leading organizations are incorporating these techniques into their business and marketing strategies to connect with customers and how your organization might do the same. In addition to these attraction and engagement tools, we'll look at ways to refresh and enhance your web site by benchmarking some of the best practices being used today to build and support online customer relationships.

TOPICS

The Internet Today & Tomorrow

This segment will explore how the usage expectations for the worldwide web have changed due to consumers increasing online engagement and the demographic and psychographic reasons for these changes. Supporting technological drivers for these changes reviewed will include higher broadband utilization and newer open source technologies facilitating this evolution.

Newer Strategies To Attract Customers Online – Social Computing

Blogs, vlogs, mashups, podcasts, wikis, word

of mouth marketing, etc., are all part of the tools and techniques of successful Web 2.0 businesses. In this session, we'll learn more about each of these topics starting with learning what they mean, then reviewing how businesses use them, and finally exploring how they can fit with your business strategies.

Other Strategies To Attract Customers Online

In this module we'll re-visit some of the "old" standards of e-marketing including e-mail permission marketing, search engine marketing, and online advertising. Specific attention will be focused on how they are being used, what is new with each of these techniques, and how they might fit with your marketing initiatives.

Engaging & Retaining Customers Online

Your customers might find you and be ready to initiate a dialogue, but if your online presence doesn't engage them, you'll lose them over time. In this closing session, we'll explore ways to refresh your online presence by focusing on strategies to connect with customers using tools and techniques specific to commerce, community, content, customer service, and creative.

WHO SHOULD ATTEND

This workshop is designed for a range of individuals interested in learning about Web 2.0 techniques and how to define and optimize their e-marketing strategies. The seminar will be of interest to e-business, marketing, IT and communications professionals at various levels of their organizations.

ABOUT THE SPEAKER

Paul J. Gibler, "the Web Chef," e-Marketing Strategist and Principal Consultant, founded ConnectingDots in 2000 to provide clients with strategic consulting to attract, engage, and retain customers. Paul's web marketing experience began in 1996 and is complemented by 20 plus years of multi-channel marketing, communications, and Internet management roles. His consulting engagements have been in both B2B and B2C categories. He is on the faculty in the University of Wisconsin system and at Marquette University. Paul writes two blogs, "The Web Chef's e-Bytes" and "PPT-Powerful Presentation Techniques," and a periodic column for Wisconsin Technology News.

COORDINATOR

Dr. Atish Sinha, Associate Professor in the MIS area at the Lubar School of Business, University of Wisconsin-Milwaukee, will coordinate this workshop.

Additional Workshop information can be found at: www.cti.sba.uwm.edu/workshop

CENTER PARTNERS



Northwestern Mutual™



REGISTRATION FORM

e-Marketing 2.0: Attracting & Retaining Customers Online

Friday, September 22, 2006 — 8:30 a.m. to 4:30 p.m. — UWM Lubar Hall, Room N146

Please reserve _____ seat(s) at \$125.00 each.

Please reserve _____ seat(s) at the UWM MIS Alumni discounted rate of \$115 each. Degree _____ Year Earned _____

Circle One: VISA MC AmEx Check (payable to SBA-CTI)

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Name _____ Company _____

Title _____

Mailing Address _____

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Phone _____ Fax _____ Email _____

(list additional names on separate sheet)

Return to: Gail Schemberger, Center for Technology Innovation, UWM Lubar School of Business, P.O. Box 742, Milwaukee, WI 53201

Phone: (414) 229-3992 Fax: (414) 229-4477

REGISTRATION DEADLINE: Friday, September 15, 2006

Registration fees are nonrefundable.