

UWM School of Business Center for Technology Innovation

The Center for Technology Innovation (CTI) has been created at the University of Wisconsin-Milwaukee School of Business Administration to improve coordination between the School's management technology research and teaching initiatives. Dr. William (Dave) Haseman, Wisconsin Distinguished Professor in the MIS area, is the Director of this "umbrella" organization.

The immediate goal of CTI will be to coordinate the interaction between the School and the business community in the areas of sponsored technology research, eBusiness, SAP, data warehousing, web development, and technology-focused management training.

For more information about the UWM School of Business Administration Center for Technology Innovation, please contact:

Professor William D. Haseman
UWM Business School
P.O. Box 742
Milwaukee, WI 53201
(414) 229-3333
e-mail: daveh@uwm.edu
Web: www.cti.sba.uwm.edu



Registration Information

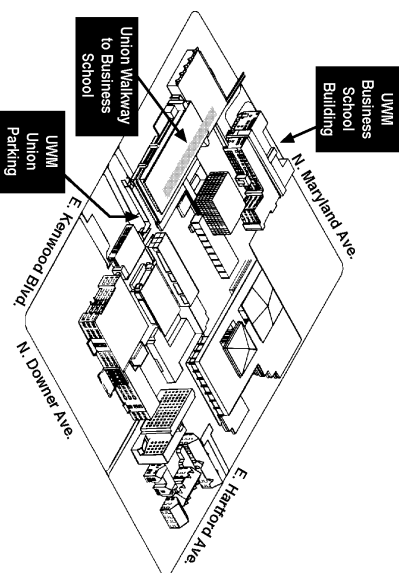
Seating is limited. Please return the attached registration card as soon as possible. The registration fee is \$99. The deadline for registration is Friday, January 31, 2003. For further information, call (414) 229-3992. Online registration is available at www.cti.sba.uwm.edu.

A special \$89 discounted rate is available for
UWM MIS Alumni

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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 School of Business is located at 3202 North Maryland Avenue, Milwaukee, Wisconsin 53211.



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School of Business Administration
Center for Technology Innovation
P.O. Box 742
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UWM School of Business Administration
Center for Technology Innovation

e-Marketing:

Attracting and Retaining
Customers Online

A full day seminar featuring

Paul J. Gibbler
ConnectingDots

Friday, February 7, 2003
8:30 a.m. – 4:30 p.m.
UWM Business School
Room N146
UWM Campus



e-Marketing:

Attracting and Retaining Customers Online

featuring Paul Gibler, ConnectingDots

Friday, February 7, 2003 • 8:30 a.m. – 4:30 p.m. • UWM Business School • Room N146

Overview

Developing and executing an effective e-marketing strategy is often a hit or miss proposition with decisions driven by technology, design, marketing, or competitive pressures. This seminar focuses on customer driven and integrated approaches to creating and delivering an optimal experience supporting your brand.

This seminar will take a holistic view to an effective e-marketing strategy from development and alignment with your overall business strategy, to creating a customer driven site; to attracting, engaging and relating to customers and finally measuring how well you are doing. The seminar will give you some high level perspectives on different e-business models, some guidelines for user-centered site design, some tactics to capitalize on the 7 Cs of effective e-business sites (content, commerce, community, creative, customer service, collaboration, connectivity) and finally some tactics to drive prospects to your site including online advertising, search engine marketing, e-mail permission marketing, and viral marketing. The seminar will include case studies, examples and discussion about best practices in both B2B & B2C e-marketing.

Participants will come away from the session with a high level strategic road map for a successful e-marketing strategy along with some specific tactical techniques to execute and deliver the strategy to build an enhanced customer experience.

The workshop will cover the following main topics:

- e-Marketing Strategy- Alignment with your Business Strategy
- Customer Driven Site Development - Tips & Techniques for Effective Site Design
- Retaining Customers - the 7Cs
- Attracting Customers - Advertising, Search Engine Marketing, e-Mail Permission Marketing
- Analytics- Measuring, Modifying and Improving Results

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 and retain customers online using a hybrid marketing strategy with all available channels and media. Paul is also a professional speaker, trainer and author on these topics.

Paul's web marketing experience began in 1996 and is complemented by 20 years of multi-channel marketing, communications and Internet management roles with a number of organizations including Anaquest, CUNA Mutual Group, Ohmeda (now Datex-Ohmedal) and Promega. Paul's consulting clients have been in both the B2B and B2C categories..

Paul is a periodic contributor to online marketing discussion groups and has written e-marketing articles for Internet and print publications. Paul has delivered e-business and marketing keynotes and seminars to corporate, trade and professional associations around the country.

Paul holds a BS, Marketing/Accounting from The Wharton School, University of Pennsylvania and MBA, Marketing from the University of Michigan.

Who Should Attend?

This seminar is designed for a range of individuals interested in learning how to define and optimize their e-marketing strategies to develop effective Internet sites, attract, engage and enhance customer relationships. The seminar will be of interest to e-business, marketing, IT and communications professionals at various levels of their organizations.

Coordinator

This technology workshop is being coordinated by Dr. Purush Papatia, Associate Professor in the Marketing area at the School of Business Administration, University of Wisconsin-Milwaukee.

Additional Workshop Information can be found at:

www.cti.sba.uwm.edu/workshop

Center Partners



Registration Card

e-Marketing: Attracting and Retaining Customers Online

February 7, 2003 — 8:30 a.m. to 4:30 p.m. — UWM Business School, Room N146

Please reserve _____ seat(s) at \$99.00 each.

Please reserve _____ seat(s) at the UWM MIS Alumni discounted rate of \$89 each. Degree _____ Year Earned _____

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

Card # _____ Exp. Date _____ Signature _____

Name(s) _____ (list add'l names on separate sheet)

Title _____ Company _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

Please indicate any special dietary needs _____

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

REGISTRATION DEADLINE: Friday, January 31, 2003 Phone: (414) 229-3992

Fax: (414) 229-4477