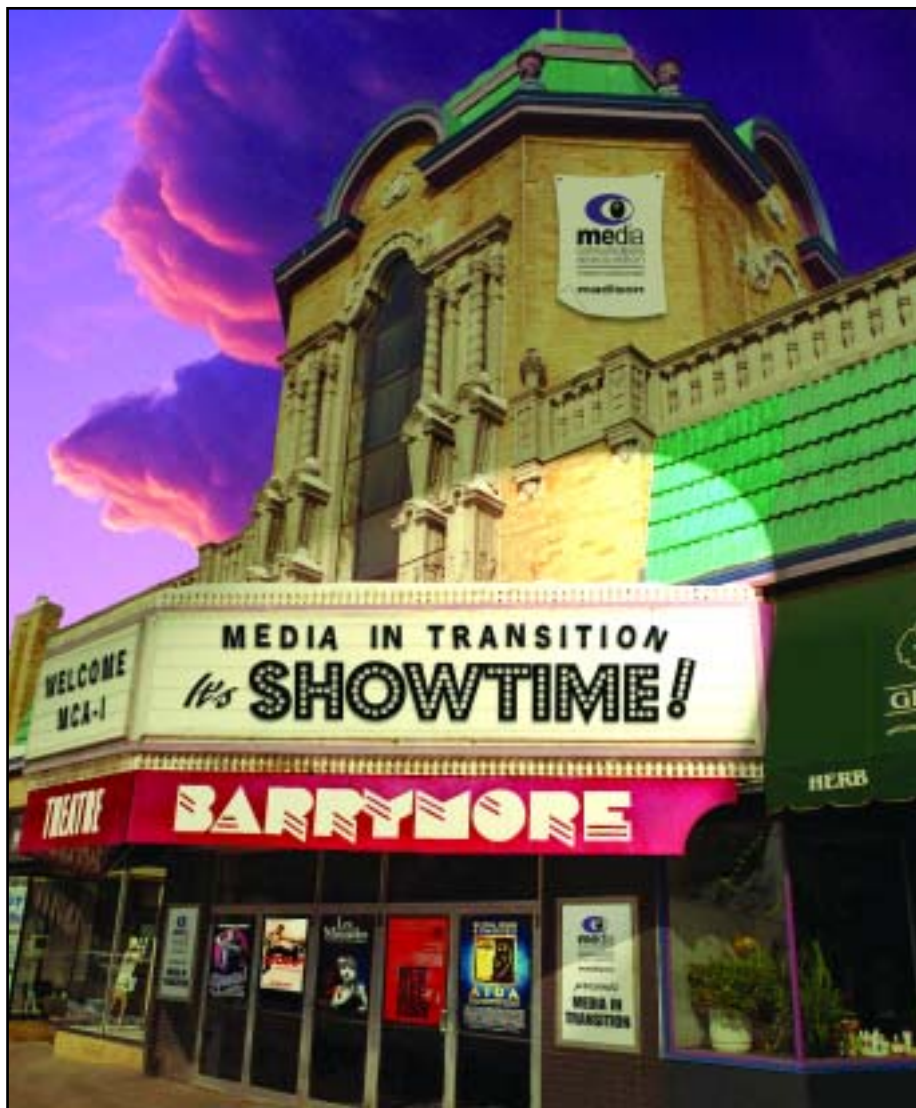


SEMINAR[®]

BARRYMORE THEATRE



WWW.MCA-I.ORG

MEDIA IN TRANSITION IT'S SHOWTIME!

Thursday, May 23, 2002 ☆ 8:30 am – 4:00 pm
plus a "Encore" reception following

Barrymore Theatre ☆ 2090 Atwood Ave. ☆ Madison, WI

The media communication profession is drastically changing. New technology rushes at us every day. Clients' expectations are changing. Upper management is demanding more. And everyone wants a better ROI.

Meanwhile, our economy is in recession. Unemployment is rapidly approaching 6%. And the phone's not ringing like it used to.

To help the media and communication professional best weather the storm, MCA-I Madison has created this must-attend event.

Media In Transition: It's Showtime!

Attendees will leave this session with practical, powerful, information and strategies they can put to use immediately to improve their effectiveness...and their bottom-line.

Who should attend???

Frankly, absolutely everyone involved with communication or media...

- ☆ Writers
- ☆ Producers
- ☆ Directors
- ☆ Project Managers
- ☆ Web Developers
- ☆ Graphic Artists
- ☆ Multimedia Developers
- ☆ Account Executives
- ☆ Creative Directors
- ☆ Marketing Directors
- ☆ Communication Department Directors
- ☆ Trainers



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PLATINUM



AGENDA

MCA-I Madison special events presents

Dick Van Deusen Paul Gibler
Robert Grede Phil Stella

in

MEDIA IN TRANSITION IT'S SHOWTIME!

8:00 a.m. Registration and Continental Breakfast
A light, yet scrumptious, early morning spread

ACT I

8:45-10:00 a.m.

Paul Gibler

"Shake & Bake" – Attracting and
Retaining Customers Online

BREAK

10:00-10:15 a.m.

ACT II

10:45-11:45 a.m.

Robert Grede

Selling Thin Air – How to Sell
Yourself as a Media Professional

INTERMISSION

11:45-12:45 p.m.

Lunch *(Provided)*

Great eats turned up a notch
from Cajun country!

ACT III

12:45-2:00 p.m.

Phil Stella

Power Positioning in a
Morphing Profession

BREAK

2:00-2:15 p.m.

FINALE!

2:15-3:45 p.m.

Richard E. Van Deusen

Teetering on the Brink –
The Future of our Profession

ENCORE

3:45-6:00 p.m.

Reception

Cash bar and delectable
appetizers!

STARRING



Teetering on the Brink – The Future of our Profession

Richard E. Van Deusen ☆ Media Strategies, Inc.,

Dick Van Deusen's report on the state of the media communications industry "Dynamic Media in Transition" appeared last June – just as the recession began to take hold. But that book, the first of its type in over a decade, was not just intended to report on where we were. Its primary objective was to draw a road map for the future.

Drawing on the research conducted before and after publication of that report, Dick will present the critical success factors corporate departments and media production companies must implement to succeed and grow in the future. He will talk about how the economy and technology is forcing media services organizations to re-think how they define and achieve results. And he will introduce some industry success stories that show just how some world class organizations are creating their own success.

Mr. Van Deusen advises corporate media departments on process improvement and value enhancement. His firm has designed and conducted benchmark studies involving nearly 50 companies on a variety of communications media issues. He initiated the landmark study of best practices in outsourcing media production functions.



Power Positioning in a Morphing Profession

Phil Stella ☆ Effective Training & Communication, Inc.

Phil will help media professionals enhance their own positive image or that of their employer through simple, no cost and low time strategies. In an era where we can no longer afford to be considered AV geeks, but rather, need to exalt our expertise as business communicators, we will find Phil's advice both essential and profitable.

Phil Stella is a nationally-known speaker and trainer and is a resource



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for business people who want to communicate with more power and success. He's a veteran of over 30 years in video and media having won many awards for his training, communications and marketing productions. Phil's been a popular speaker at myriad national conferences and dozens of local events. He's recently won the MCA-I National Board of Directors Award.



Selling Thin Air – How to Sell Yourself as a Media Professional

Mr. Robert Grede ☆ Grede Consulting

After 12 years in the advertising industry, working with premier marketers like McDonald's, Procter & Gamble, and Union Carbide, Robert Grede, BA, MBA founded The Grede Company, consultants in marketing and strategic planning. As an adjunct professor of marketing at Marquette University, Robert's become a much sought-after speaker and TV/Radio guest expert on marketing and strategic thinking. Mr. Grede is

also a syndicated columnist, frequent contributor to magazines, and the author of the best selling book *Naked Marketing—The Bare Essentials* (Prentice Hall).

Robert will teach attendees how to "Sell Thin Air"—how to sell your services as a media professional in a dynamic and difficult market. You will learn the key steps to selling conceptual products and services: 1) How to set up the sale, 2) Selling do's and don'ts, 3) How to identify the decision maker, 4) Four key steps for successful concept sellers, 5) Five ways to build your awareness and 6) The five strategies for building your business.



"Shake & Bake" – Attracting and Retaining Customers Online

Paul Gibler ☆ ConnectingDots

In this fast paced presentation, attendees will learn about various options to drive traffic to their Web sites along with strategies and tactics to build longer-term customer relationships through tips to maximize content, customer service, community, commerce and creative investments.

Join Paul Gibler, the principal consultant with ConnectingDots, for this presentation. Paul has been involved in e-Business and Marketing since the early days of Web site design. In 2000, Paul created ConnectingDots an e-business and strategic marketing consulting firm. Paul's own Web site was recently recognized by Emerald, a UK-based publisher of over 100 management journals, as a marketing "coolsite" and he's become a highly demanded speaker/trainer.



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Media
HOUSE

Acclaim Animation, Inc.
Station 1 Communications
Zvoda Productions, LLC

Talented

TALENT UNLIMITED INC.

DIRECTIONS

Barrymore Theatre, 2090 Atwood Avenue, Madison, WI 53704

From Milwaukee: Take I-94 west to Hwy. 30 (Madison), turn left on Fair Oaks Avenue, turn right on Atwood Avenue

From Chicago/Rockford/Beloit/Janesville: Take I-90 west to Hwy. 12/18 (Madison exit - use left exit lane from interstate), from 12/18, take Monona Drive exit (2nd exit), Monona Drive will become Atwood Avenue

From Fox Valley: Take Hwy. 151 into Madison - will become East Washington Avenue, from East Washington Avenue, turn left on First Street, from First Street, turn left on Winnebago (1st stop lights), go one block down Winnebago to stop lights, and turn right on Atwood Avenue

From Minneapolis/St. Paul/Eau Claire: Take I-94 east (will become I-90/94) to Hwy. 151 (Madison exit), take Hwy. 151 into Madison - will become East Washington Avenue, from East Washington Avenue, turn left on First Street, from First Street, turn left on Winnebago (1st stop lights), go one block down Winnebago to stop lights, and turn right on Atwood Avenue

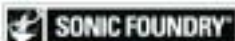
From NYC/Broadway: Take I-80 west to Chicago. Take I-90 west to Hwy. 12/18 (Madison exit - use left exit lane from interstate), from 12/18, take Monona Drive exit (2nd exit), Monona Drive will become Atwood Avenue

Plenty of parking...40 spaces right behind the Barrymore, lots of on-street parking and several parking lots just blocks away.



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REGISTER

Name _____

Company _____

Address _____

City _____ State ____ Zip _____

Phone _____

Email _____

MCA-I member Yes _____ No _____

Method of Payment *(check one)*

Check enclosed

VISA _____ Exp. Date _____

Mastercard _____ Exp. Date _____

Signature _____

Copy registration and mail or fax to:

MCA-I Madison

PO Box 5135

Madison, WI 53705-0135

Phone: (608) 831-9242

Fax: 608-836-0722

E-mail: loiswei@aol.com

Early enrollment by May 10:

MCA-I members \$99.00

Guests/non-members \$129.00

Students \$29.00

Late Registration:

May 11 to May 23 - add \$25

Fees are nonrefundable



MCA-I Madison
PO Box 5135
Madison, WI 53705-0135

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Take advantage of this rare chance to meet the esteemed Richard Van Deusen and other experts about the future of the media profession.

Here's what others are saying about Mr. Van Deusen's recent report

"The information in this report can be found nowhere else...critically important to all corporate communication decision makers."

Joseph F. Maiella, Sr. Vice President, CrewStar, Inc.

"Essential information for any serious player in the media services industry..."

Nils Huehnergarth, President, Static & Motion Productions, Inc.

