



Alignment Marketing; Leveraging Multichannel Investment to Increase MROI.

Social marketing, Web 2.0, whatever you call it, it's clear that a new breed of web sites and online applications is changing the way we function online. In this engaging half-day workshop, you will gain an insight into the key opportunities for travel and tourism companies ready to capitalize on this evolving communication channel.

You will learn:

- How the web is redefining the media landscape.
- Why companies are failing to keep up with customers online.
- The importance of opening internal lines of communication.
- 5 critical questions to ask your agency.
- The 3 best strategies for outsourcing and when to use each one.

Who Should Attend:

Executives and other decision-makers responsible for bottom line revenue and increasing the MROI of their divisional budgets. If you need to get more done with the same (or fewer) dollars, this workshop is for you.

Length: 1 hour, including 10 to 15 minute Q & A.

AV Requirements:

- Projector & screen.
- Internet access for presenter's laptop.
- Wireless mic preferred.

...thank you for a most informative session at the previous HTCE event (April) - I thought I was at least fairly savvy when it comes to online marketing, but have been 'humbled' by your off-hand expertise in the field...

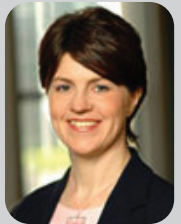
Drew Schumacher
Business Development Specialist

CONTACT

Alignment Marketing can be delivered as a keynote presentation or customized as a half-day workshop for your group. Contact Kinetix Media for more information or to book Paula for you next event.

Experience. Expertise.

President of Kinetix Media Communications Ltd., Paula Skaper is an ebusiness expert with over 20 years experience. A sought after speaker, Paula is the past-President of the International Internet Marketing Association, an active member of both the BCAIM and the Vancouver Board of Trade, and a former instructor of e-Commerce at BCIT.



Prior to founding Kinetix in January 2000, Paula held several senior management positions in media and ebusiness development firms, designing and implementing successful e-commerce, online marketing and web analytics strategies for a diverse array of businesses across North America. Her company, Kinetix Media Communications, is a leading integrated marketing and advertising agency based in Vancouver, British Columbia.

Paula Skaper
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