

Global Marketing in Economic Uncertainty

Learn how current economic forces are impacting global markets and how to win. Beyond Borders 2009 is laser focused on how your marketing can spell the difference between success and failure in today's turbulent markets.

March 31, 2009 - [PRLog](#) -- Event Contact:

Jeffrey Bond,
817-602-3727
jeffbond@bluewaterlearning.com

Press Contact:

Melissa Mihelich,
214-217-7700
mmihelich@zoom7.com

GLOBAL MARKETING IN ECONOMIC UNCERTAINTY

D/FW AMA AND GFK CUSTOM RESEARCH NORTH AMERICA

Dallas, TX: One day. Thirty-three speakers. Prepare to be informed. Engaged!

Learn how current economic forces are impacting global markets and how to win.

When: Wednesday April 15, 2009

Where: Plano Conference Center

2000 E. Spring Creek Parkway

Plano, TX 75074

Tel: 972/ 941-5840

Beyond Borders 2009 is laser focused on how your marketing can spell the difference between success and failure in today's turbulent markets.

DALLAS, TX - The Dallas/Fort Worth Chapter of the American Marketing Association and GfK Custom Research North America present the 4th Annual Beyond Borders Global Marketing Summit in Dallas, Texas. Marketing and management executives are invited to participate in what is becoming known as the premiere global marketing event in the DFW area, by attending world-class presentations from prominent business leaders with extensive international marketing and communications expertise.

Highlights of the event include:

1. McKinsey & Company - Scenarios for the Future of the Global Economy and Consumer
2. Mary Kay - Transforming from a Domestic Diva to Global Leader
3. ExxonMobil - Managing an American Brand in Global Markets
4. GfK - Global Challenges for American Marketers (geo-political, global economy, rise of foreign brand competitors, rise of innovation around the world)
5. Fluor - Telling your B-to-B Brand Story Across the Globe
6. McKinsey & Company - Leveraging the World for Innovation/Rethinking Global Marketing Models
7. McDonald Marketing - Relating, Not Translating: How to Market to Latinos

Additional Breakout Sessions:

1. Russia/Central and Eastern Europe/Middle East/Africa and Latin Regional Consumer Realities/Lesson for Marketers
2. International Association of Business Communicators – Global Communications Best Practice Panel

3. Brand Image & Worldwide Perceptions of the U.S.
4. Financing Global Initiatives
5. Using Technology to Identify and Assess Global Business Opportunities
6. Winning Global Product Innovation: How Evolution and Smart Design Come Together to Predict the Future

This full day Summit will also provide unique opportunities to network with senior marketing professionals from various industries and organizations. Exciting sponsorship and exhibitor opportunities are available for those companies who wish to increase their exposure to this global audience.

Registration: www.BeyondBorders.com

Seating for this Summit will be limited, please register early.

About the DFW AMA:

The DFW American Marketing Association (AMA) is the number one source for marketers in the Dallas/Fort Worth Metroplex. With an impressive 700+ professional members and host to more than 50 informative and educational events annually, it is the ninth fastest growing chapter and the tenth largest in the nation. Recent keynote speakers include: Mary Kay, Frito-Lay, Texas Instruments, American Airlines, Xerox, JC Penney and La Quinta Hotels and Inns. For more information, go to: www.dfwama.com.

About the AMA:

The American Marketing Association (AMA) is the largest professional association for marketers with more than 38,000 members worldwide in every area of marketing. For over six decades, the AMA has been the leading source for information, knowledge sharing and professional development for marketing professionals. To learn more about the AMA, go to: www.marketingpower.com.

About GfK Custom Research North America:

Headquartered in New York, GfK Custom Research North America is part of the GfK Group. With home offices in Nuremberg, Germany, the GfK Group is fourth largest market research organization in the world. Its activities cover three business sectors: Custom Research, Retail and Technology and Media. With 115 companies covering over 100 countries, GfK Group has approximately 10,000 employees (as of September 30, 2008), 80% of which are based outside Germany. For more information, visit www.gfkamerica.com

###

About the DFW AMA:

The DFW American Marketing Association (AMA) is the number one educational source for marketers in the Dallas /Fort Worth Metroplex. For more information, go to: www.dfwama.com.

--- End ---

Source DFWAMA
Zip 75206
Country United States
Industry [Marketing](#), [Advertising](#)
Tags [Marketing](#), [New Economy](#), [Global](#), [Networking](#), [Gfk](#), [Mary Kay](#), [Mckinsey Company](#), [Dfwama](#),
[Branding](#), [Markets](#), [Beyond Borders](#)
Link <https://prlog.org/10208890>



Scan this QR Code with your SmartPhone to-

- * Read this news online
- * Contact author
- * Bookmark or share online