

Core Industries Delivers ‘What’s Next’ in Online Cause Marketing with “The Good Web”

Conference Attendees to Gain a New Sense of Immediate Action to Make Their Businesses, Web Experiences, Strategies, and Communities Better

Sept. 9, 2009 - [PRLog](#) -- On September 25th, Core Industries presents The Good Web, a full-day conference at the School of Visual Arts Theatre in New York where Advertisers, Designers, Brands, and Non-Profits will share their ingredients of success for building awareness and participation around the causes they believe in. Attendees will learn how industry leaders are using online marketing, social media, games, and mobile to build robust advocacy programs that benefit the triple bottom line: people, planet and profit. They’ll learn practical steps that can be taken today, not 6 months from now, to build a groundswell of awareness & participation for their campaigns. The conference is an official event of both Climate Week and Advertising Week, bringing together attendees from both weeks and showing them that success can be created with one another.

The term “Good Web” is used to describe an emerging marketing technique between Brands, Consumers and Causes that use the web to create a groundswell of activation around a common thread. Traditionally, when these components benefit each other, it is considered “Cause Marketing.” Core Industries developed the Good Web to explore the next generation of cause marketing – combining viral marketing in addition to traditional cause marketing. With the past few years of Web 2.0 formats, this powerful mixture of substance and distribution is having a massive positive impact on our culture, and this conference programming strives to show what’s next in online strategy.

The Good Web was modeled as a movement--bringing brands, consumers, and causes together to make the world a better place. It will also act as a forum to share the best examples of strategy and build awareness and participation around specific causes. The program's host is the media personality and environmental journalist, Olivia Zaleski, The Business of Green, while the list of speakers include: Andrew Davison, Chief Marketing Officer, B-cycle; Cindy Gallop, Founder, If We Ran The World; Chris Gebhardt, Executive Vice President and General Manager, TakePart; Thomas Gensemer, Managing Partner, Blue State Digital; Dave Kingsbury, Senior Cognitive Anthropologist, Crispin Porter + Bogusky; Katherine McLane, Communications Director, Lance Armstrong Foundation; Jason Rzepka, Vice President, Public Affairs, MTV / MTV360; Daniel Schutzsmith, Vice President, Core Industries; George Stewart, Executive Vice President, Demand Media; Freya Williams, Senior Partner, Planning Director of Ogilvy Earth; Brian Reich, Founder of Games The Give; Ken Rother, Vice President, Planet Green; Mitch Baranowski, Partner at BBMG and more.

Topics will include online marketing, social media, mobile campaigns, gaming, email marketing, fundraising, campaign management, strategic partnerships, cause marketing, good design, microblogging, and ROI tactics.

With an expectation to attract strong influencers, Core Industries is confident that this full day conference will increase the momentum needed to make a real difference in how businesses – big and small – as well as communities and organizations use the Web and prosper in these unique innovative times.

For more information, or to register visit: <http://thegoodweb.org>

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About CORE Industries

Core Industries cultivates interactive experiences that help clients differentiate their brand, connect with people honestly, and inspire measurable action. Core is a new breed of interactive agency. A naturally engineered hybrid of high-end design and smart technology that delivers sustainable solutions that are as beautiful as they are smart.

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