

Carolinas Association of
Advertising and Marketing Professionals



Networking · Education · Fun



March 11-12, 2019

Embassy Suites · Concord, NC

Education Day: March 11



Session #1 1:00-2:00

Speaker: Kim Todora
Public Relations Manager

Presentation: "Get In Touch!" With the Power of Promotional Products

Embrace the opportunity to build meaningful relationships that last by putting your brand into the hands of your target audience. Kim will be covering the latest promotional products trends, case studies and consumer and buyer research and most importantly, the power of promotional products.



Session #2 2:15-3:15

Speaker: Seth Barnett

Presentation: "The New Market: Evolving with the Younger Generation"

Our marketplace is rapidly changing. Technology, social media and advanced branding methods are leading the way to new opportunities and insight. Learn the value of the younger consumer-driven market and what it can do for the future of your business. Be able to analyze your current business strategies to see how they align with this new market. Learn some common best practices that you can implement now to better reach younger consumers through digital integration, an online presence, and social media.

Seth Barnett is considered an expert on cooperative marketplace success. He is the Vice President of Operations for the international technology company Altitude Group which serves as an industry-leading tech provider. Seth holds a Bachelor of Science degree in management, a master's degree in public administration, a master's degree in Law and is a doctoral candidate in Organization Development.