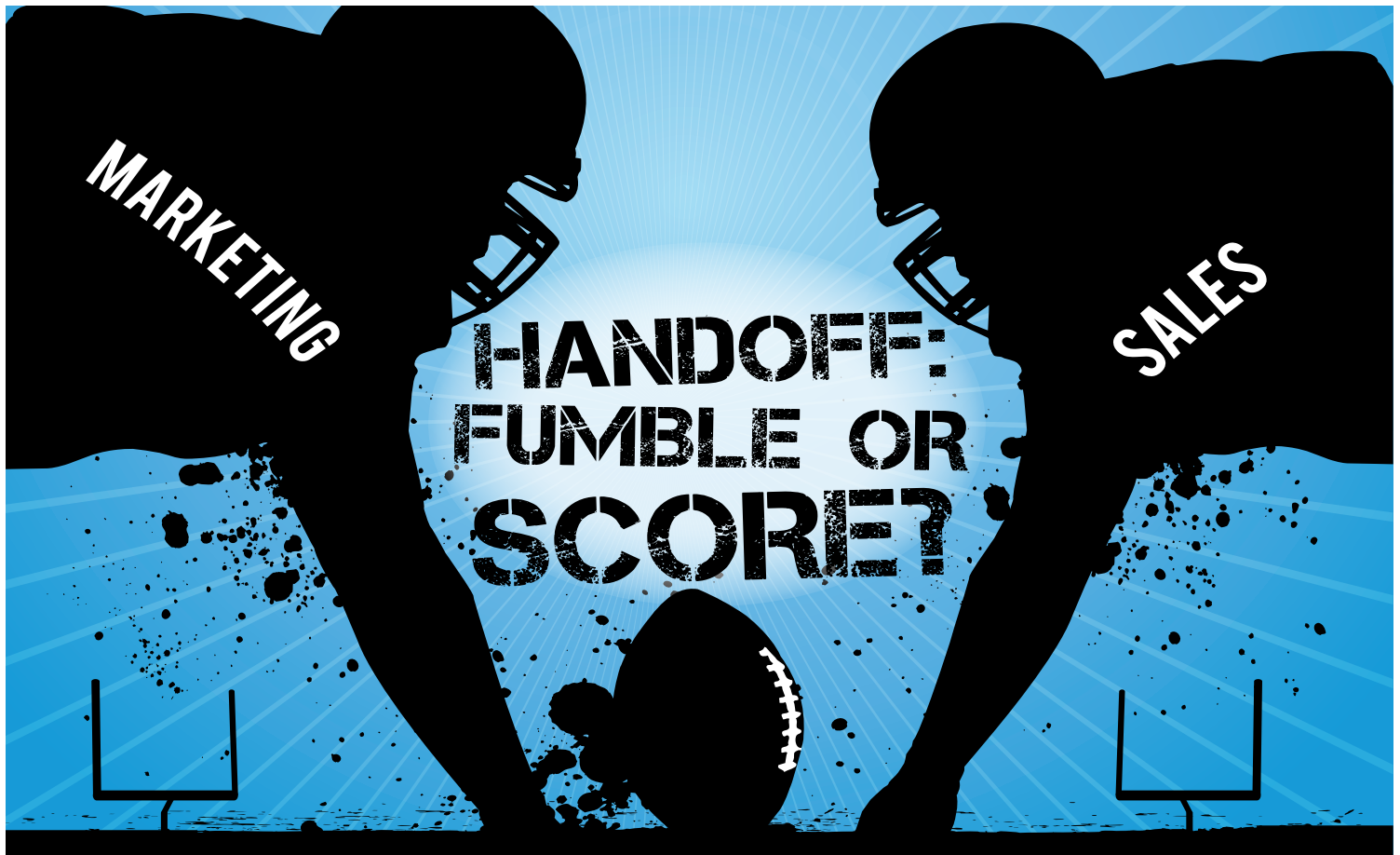


SURGE: A SPECIAL PANEL EVENT. JANUARY 23, 2014



Tackling the critical connection between Marketing & Sales

SURGE

Wired For High-Powered Results

DATE AND TIME:

- Thursday, January 23, 2014
- 7:30a.m. to 8:00a.m. – Registration and Networking
- 8:00a.m. to 10:00a.m. – Panel Discussion with Q&A
- Continental breakfast included

LOCATION:

- AMN Healthcare — 12400 High Bluff Dr., San Diego, CA 92130

EVENT FEE:

- SDDMA & Partner Member: \$49
- Non-Member: \$69
- Student: \$29

REGISTER: SDDMA.ORG

Hosted by

SD | DMA

San Diego | Direct Marketing Association

Join us for **SURGE** as the San Diego Direct Marketing Association kicks off 2014 with a panel of Marketing and Sales leaders moderated by Ken Schmitt, President of TurningPoint Executive Search and the Sales Leadership Alliance.

Our expert panelists will draw upon their own experiences to share insights on how to strengthen the partnership between Marketing and Sales and ways to mitigate the friction that often exists between these functions. It will be a lively and engaging discussion, so bring your own challenges and questions to the panel and get ready to be inspired with new ideas.

Seating is limited for this exclusive event, so please register early.

And, bring extra business cards for networking and to enter our event raffle for great prizes.

WHAT IS SURGE?

The SDDMA's annual **SURGE** event kicks off each January with a high-level, collaborative panel discussion that examines how the marketing function is contextually strategic to an entire organization. Each year, expert panelists will bring their knowledge of marketing, sales, technology, finance, customer service and analytics to highlight how seamless integration with marketing initiatives is mission critical for business success.

EVENT SPONSORS:



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Register today! SDDMA.org