



Mobile Marketing: Making It Happen!

Mobile Marketing Experts That Can Help You Execute

Join us for our next Mobile Monday event focused on mobile marketing. We'll help you understand how to get mobile campaigns started, share proof points of successful mobile marketing efforts, and introduce you to mobile marketing technology companies located here in Colorado that are enabling campaigns today.

Come and meet the experts and the local companies driving mobile marketing initiatives. Register [here](#) for this free event!

When

December 14th, 2009
Time: 6:00PM– 8:00PM

Registration

FREE to Attend. Space is Limited. [Register Here!](#)

Speakers:



Laura Marriott, Former President, Mobile Marketing Association

As the first President of the MMA, Laura created a global organization of the world's most recognized consumer brands, agencies, and mobile technology companies. She will share her journey in creating industry adopted guidelines and best practices to ensure consumer privacy and brand integrity.



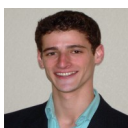
Joel Morrow, Managing Partner, Mobile Fusion

During his time at both Mobile Fusion and Western Union Joel was responsible for creating and executing multiple mobile marketing initiatives. He will share his experiences and insight, so you can be confident about executing your campaigns.



Steve Richter, CEO, MBmobile

MBmobile is a mobile marketing and content company based in Colorado. They have turnkey applications that allow you to develop and manage mobile initiatives that work in tandem with traditional broadcast media.



Michael Pastko, President, Coupious

Coupious is a mobile coupon platform that uses location to automatically interact with iPhone and Google Android mobile devices. This platform creates targeted opportunities for brands to interact with their customers while respecting customer privacy.



Location

University of Colorado Law School, Wolf Law Building, 1st Floor
Kittredge Loop Drive (Baseline and Broadway)
Boulder, CO 80303

Click [here](#) for directions!

Sponsors



[The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns](#), By Kim Dushinski

Kim Dushinski is President and Founder of Mobile Marketing Profits and will be on-hand to talk with attendees about her book, and to answer any questions about creating mobile marketing initiatives.

