

EMG Consulting Group to Exhibit at the AMA's Symposium for the Marketing of Higher Education

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IRVINE, CA – Members of the Earthbound Media Group (EMG) Consulting Group including Chief Visionary Officer and Managing Partner Damien Navarro, Account Manager Cory Kiesel and Marketing and Communications Manager John Maas will attend and exhibit at booth #26 at the American Marketing Association's (AMA) Annual Symposium for the Marketing of Higher Education. The conference will be held on Sunday, November 15th, through Wednesday, November 18th, at the Marriott Boston Copley in Boston, Massachusetts.

“EMG is excited to be exhibiting at the AMA's Higher Education Symposium,” explained Navarro. “This conference will offer plenty of opportunities for EMG to continue to develop and maintain strong working relationships with higher education professionals while illustrating our accomplishments and proven expertise in the industry.”

EMG will be exhibiting at the symposium to explain how higher education institutions can take their web, social media and marketing tactics to the next level. With more than 10 years of experience, EMG has worked with large private and public institutions including USC, UCLA, UC Irvine and City College of San Francisco. Navarro, Kiesel and Maas will demonstrate EMG's extensive range of services and skills in the areas of Web and Technology, Marketing and Communications and Research and Strategy.

This year's AMA event will focus on the cutting edge tools and approaches to the hottest trends and topics keeping the higher education industry abuzz including social media and web 2.0, new methods of marketing and measurement, marketing communications strategy and execution, long term planning and future trends as well as college and university brand building.

The four-day Symposium for the Marketing of Higher Education anticipates having over 500 attendees which will include higher education marketing professionals from around the country. The conference will be comprised of multiple keynote sessions touching on various topics and advanced marketing workshops focused on many subjects including but not limited to web strategy, reinvention and brand equity measurement.

Drop by booth #26 at the exhibit hall to meet and greet EMG's Consulting Group, and learn more about our experiences serving the higher education industry. For more information about the AMA conference, visit: www.marketingpower.com/Calendar/Pages/marketingevent_high...

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About American Marketing Association (www.marketingpower.com)

Founded in 19376, the AMA is the largest marketing association in North America. It holds approximately 40,000 members if experienced marketing professionals and 250 collegiate chapters nationwide. It is involved in the practice, teaching, and study of marketing worldwide and offers highly celebrated seminars, workshops, and events.

About EMG (www.earthboundmediagroup.com)

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our singular goal is to evolve the digital and visual landscapes of business for corporations, brands and non-profits worldwide.

As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

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[You can find this press release here](#)