

EMG to Attend NAGAP '09

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IRVINE, CA – Represented by Earthbound Media Group's (EMG) Chief Visionary Officer Damien Navarro and Account Manager John Maas, EMG will attend the 22nd Annual National Association of Graduate Admissions Professionals (NAGAP) Conference in New York City from Wednesday, April 22nd through Saturday, April 25th. EMG will also be presenting together with Teachers College, Columbia University and exhibiting its strategic marketing and recruitment services and best practices at its booth as well as sharing its latest achievements within the higher education admissions field, including search engine marketing (SEM) for Columbia University's Graduate School of Journalism and an integrated SEM and variable data publication (VDP) campaign for long-time client Teachers College, Columbia University.

"EMG's participation at NAGAP for the fifth consecutive year will be an excellent way to gain more visibility and to contribute to the buzz surrounding our recent successes within this unique market," explained Navarro. "EMG will be able to speak directly with prospective clients and gather their feedback on graduate admissions trends they've identified in today's dynamic graduate recruitment environment."

Navarro will present at the conference alongside Barri Roberson, Director of Marketing for Teachers College, Columbia University, on Friday, April 24th, from noon to 1:15 P.M. The featured presentation titled "A Teachers College Case Study – Integrated Recruitment Strategies from SEM to VDP," will discuss how EMG launched a highly personalized media campaign using a VDP solution to help meet Teachers College's marketing and communications goals.

NAGAP attracts more than 800 graduate enrollment management professionals including educational administrators, faculty and enrollment management decision makers from the US and around the globe. Exhibiting at NAGAP's Exhibit Hall will give EMG the opportunity to demonstrate its expertise over a 3-day period while establishing connections across a broad spectrum of attendees.

For more than 20 years, the NAGAP Conference has served as a forum exclusively for graduate school professionals. Held at the Marriot Marquis Times Square in New York, New York, this year's conference will focus on educational sessions that provide new approaches and creative strategies on a variety of topics including marketing, branding, diversity, recruitment and technology for both the seasoned veteran and newbie.

About EMG

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.

About the National Association of Graduate Admissions Professionals

For over 20 years, the National Association of Graduate Admissions Professionals (NAGAP) is the only professional organization devoted solely to the concerns of individuals working in the graduate admissions and recruitment environment. By promoting integrity, excellence and collaboration through education and professional development, NAGAP supports, advances and engages graduate enrollment professionals.

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