



New York Member Meeting Agenda

Location:

The Princeton Club
15 West 43rd Street
New York, NY 10036

AUG Member Facilitator:

Jennifer Litchfield
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October 24, 2017 10:00am – 6:00pm	
9:30 am – 10:00 am	Registration, Coffee & Visit Sponsors in <i>The Exchange</i>
10:00 am – 10:15 am	Welcome and Introductions - (General Session - Prospect Room)
10:15 am – 11:00 am	Digital Marketing: Strategy, Tips, and Execution– Sponsored by IntuitivExposur (General Session – Prospect Room) People spend twice as much time online as they used to 12 years ago, and the way people shop and buy <i>really has</i> changed, meaning offline marketing isn't as effective as it used to be. Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means that you need to meet them where they are already spending time: on the internet. In this presentation, we will cover the minimum requirements for businesses online, digital marketing strategies to boost customer engagement, free (and/or cheap) ways to organize and execute your marketing and sales tactics, and more.
11:00 am – 12:15 pm	Peer to Peer Roundtable – (Low Room)
12:15 pm – 1:15 pm	Lunch – Sponsor Exhibit Viewing in <i>The Exchange</i>
1:15 pm – 2:45 pm	Peer to Peer Roundtable – (Low Room)
2:45 pm – 3:00 pm	Meeting Wrap up and AUG update
3:00 pm – 5:00 pm	Networking Reception – (Prospect Room)

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GUEST SPEAKER



Jacob Benowitz Jacob Benowitz grew up in sunny Southern California spending every summer with his father learning the family trade: wholesale jewelry. Once he identified his passion for entrepreneurship, he couldn't wait to start his own business. While studying marketing in the business honors program at Mercy College he took advantage of the opportunity to start his own digital marketing company, IntuitivExposur. Armed with skills in photography/videography, animation, graphic design, and website development the company was quick to acquire enough clients to send Jacob asking everyone he knew to join IntuitivExposur. He realized that the majority of small to medium sized businesses still to this day underestimate the power (and necessity) of social media, digital advertising, and digital branding. It is his goal to help businesses realize the gravity of the massive shift in audiences' attention, and more importantly assist in the process of building a digital brand that attracts and retains customers.

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