



## New York Member Meeting Agenda

**Location:**  
The Princeton Club  
15 West 43<sup>rd</sup> Steet  
New York, NY 10036

**AUG Member Facilitator:**  
Jennifer Litchfield  
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<b>October 24, 2017</b> 10:00am – 6:00pm	
<b>9:30 am – 10:00 am</b>	<b>Registration, Coffee &amp; Visit Sponsors in <i>The Exchange</i></b>
<b>10:00 am – 10:15 am</b>	<b>Welcome and Introductions - (General Session - Prospect Room)</b>
<b>10:15 am – 11:00 am</b>	<b>Digital Marketing: Strategy, Tips, and Execution– Sponsored by IntuitivExposur (General Session – Prospect Room)</b> 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.
<b>11:00 am – 12:15 pm</b>	<b>Peer to Peer Roundtable – (Low Room)</b>
<b>12:15 pm – 1:15 pm</b>	<b>Lunch – Sponsor Exhibit Viewing in <i>The Exchange</i></b>
<b>1:15 pm – 1:45 pm</b>	<b>Best New Solutions - (General Session - Prospect Room)</b>
<b>1:45 – 2:15</b>	<b>Break in <i>The Exchange</i> with Sponsor Exhibitors</b>
<b>2:15 pm – 2:45 pm</b>	<b>Peer to Peer Roundtable – (Low Room)</b>
<b>2:45 pm – 3:00 pm</b>	<b>Meeting Wrap up and AUG update</b>
<b>3:00 pm – 6:00 pm</b>	<b>Networking Reception – (Prospect Room)</b>

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