AGILE MARKETING FOR AGENCIES

Marketers are more challenged than ever, with more accountability, new technology, new channels, quick changes and limited resources. Conventional marketing methods are no longer enough.

Learn how to apply the methods that originated in Agile software development (sprints, scrum and daily stand-ups) to marketing. Agile marketing will increase your agency's productivity and effectiveness, provide clear measurements of marketing impact and breakdown silos. Join us at the exclusive 1818 Club where you'll meet fellow marketers and learn:

- Agile marketing basics and terminology
- How to create the initial marketing and sprint backlogs
- How to run sprints and daily stand-ups
- Estimating team capacity
- Working with clients
- And much more.

The course is a combination of instruction and activities. You will leave prepared to implement agile marketing in your agency.

Hosted at the exclusive 1818 Club, located at the Gwinnett Chamber: 6500 Sugarloaf Parkway, Duluth, GA,

Why Participate in the Agile Marketing for Agencies?
- To increase the productivity of your agency.
- To improve the results you achieve for clients.
- To prioritize the most important items and stop doing stuff that doesn't have an impact on revenue or client satisfaction.
- To adapt to change more quickly.
- To provide clear measurements of the impact of marketing.
- To improve internal communication and eliminate silos and internal conflict.
- Agile Marketing is good for your career.
- Marketing will be fun again!

PRESENTED BY

REGISTER NOW
Early Bird $398 by April 7th
Standard Rate $469
Click to register:
http://tinyurl.com/agile-mktg

WHEN
April 24th, 2014
9am to 5pm

WHERE
The 1818 Club
@ Gwinnett Chamber

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FEATURING
Keith Finger
President
TransformCMO

For more than 20 years, Keith has helped companies penetrate the marketplace, improve demand generation and increase sales.

The founder of **TransformCMO**, which helps B2B companies with marketing strategy, Keith is also a practitioner and trainer of Agile Marketing and a scrum master (it's an agile thing), certified by The Scrum Alliance. He's held significant marketing roles at Sprint, Glenayre Electronics, and Equant. He's conducted business throughout Europe and Asia, as well as started several businesses of his own.