

# BMA-Minnesota Welcomes You!

## Integrated Interactive Marketing

**Event Sponsor:**

**SCHERMER**

The B2B marketing agency



**we thank you!**

**SCHERMER**  
The B2B marketing agency



- **June 1-3** BMA Int'l Conference (Chicago)
- **June 9** BMA-Minnesota Members Only Meet-up Event
- **June 21** Customer Event Keys to Success
- **July 19** Marketing Goes Mobile
- **Aug. 16** Connecting with Customers

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BUSINESS MARKETING ASSOCIATION  
MINNESOTA CHAPTER

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## BMA-Minnesota

BMA

BMA-Minnesota is the only organization in Minnesota formed exclusively to help business-to-business marketers and communicators stay in touch and keep on top of the latest trends, products and strategies.

BMA-Minnesota is the place for you – and your company – to get in touch with other business-to-business professionals to gain knowledge and insights that can help maximize your success.

As a member you can

- Expand Your Business Expertise
- Build Relationships
- Empower Professional Growth

Affiliated with the **Business Marketing Association**, an international professional growth and networking organization for business-to-business marketing and communications professionals, BMA-Minnesota was created to address the unique needs of those working within the business-to-business marketplace.

Our mission is to help members improve their ability to manage business-to-business marketing and communications for greater productivity and profitability by providing unique access to information, ideas

### Upcoming BMA Events

MAR 15

**Marketing Measurement**  
7:30am-9:00am Metropolitan Ballroom  
7:30 am Registration/ Buffet Breakfast  
8:00-9:00 Presentation  
Tag(s): Home Events

APR 19

**Marketing to Small Businesses**  
7:30am-9:00am Metropolitan Ballroom  
7:30am Registration/ Buffet Breakfast  
8:00-9:00am Presentation  
Tag(s): Home Events

MAY 17

**Integrated Communications Planning**  
7:30am-9:00am Metropolitan Ballroom  
7:30am Registration/ Buffet Breakfast  
8:00-9:00am Presentation  
Tag(s): Home Events

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# Integrated Interactive Marketing

Featuring:

Eric Raarup, Sr. VP of Marketing for Avtex