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**FOR IMMEDIATE RELEASE**

**Best Selling Author David Meerman Scott to Speak at AAF-ND Luncheon**

**Fargo, ND** (December 6, 2010) - The American Advertising Federation of North Dakota (AAF-ND) monthly educational meeting will feature David Meerman Scott, a marketing expert and bestselling author. David Meerman Scott reveals proven, practical steps to take your business into the real-time era. In his first-ever presentation in this region, Scott will discuss how to act and react flexibly as events occur, position your brand in the always-on world of the Web, and avoid embarrassing mistakes and missteps.

Real-time means news breaks over minutes, not days; ideas percolate, then suddenly and unpredictably go viral to a global audience. Companies develop (or refine) products or services instantly, based on feedback from customers or events in the marketplace.

Scott's newest book, "Real-Time Marketing and PR," released in November 2010, has already reached top-five rankings on the Wall Street Journal and USA Today bestseller lists. A free copy of this book will be included in the registration for the December AAF-ND event.

The event runs from 11:30 a.m. to 1 p.m. on December 21 and will be held at the Fargo Holiday Inn, 3803 13th Ave. S. Admission is free for AAF-ND members, \$45 for nonmembers and \$15 for non-member students. RSVP by e-mail to [reservations@aaf-nd.org](mailto:reservations@aaf-nd.org). Please RSVP before Friday, December 17.

This speaker luncheon is sponsored by Odney Advertising.

AAF-ND, one of 210 local American Advertising Federation affiliates, is a nonprofit, professional trade association serving the local advertising, marketing and communications community including agencies and marketing service firms, advertisers, media, suppliers and students. For over 50 years AAF-ND has strived to enhance advertising, marketing and communications by supporting and recognizing its diverse membership and their contributions to the Red River Valley's vitality, economy and culture. The organization is open to anyone in a communication-related field. For more information on the organization please visit [www.aaf-nd.org](http://www.aaf-nd.org).

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