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FOR IMMEDIATE RELEASE

Wayne Geyer to Speak at AAF-ND Luncheon

Fargo, ND (May 4, 2011) - The American Advertising Federation of North Dakota (AAF-ND) monthly educational meeting will feature Wayne Geyer, the Creative Director and Owner of GeyerCom LLC. Geyer will present “Designing with Words” in the final speaker meeting of the season for AAF-ND.

Geyer is a writing consultant to creative professionals. He helps visual people find their voices — sometimes for their clients, and often for their own branding efforts. Through his work and teaching, Wayne shows designers, design students, marketing teams and other “non-writers” how to solve communication problems more effectively with words. He offers simple and powerful tips for brainstorming, writing and editing headlines and copy and even has a “formula” for writing effective ad copy.

He has presented at the HOW Design Conference and the National Student Show — and contributes to industry blogs and publications. He has worked with a wide variety of clients in various industries such as Southwest Airlines, Warner Brothers, American Heart Association, Texas Instruments, and Nabisco Brands.

The event runs from 11:30 a.m. to 1 p.m. on May 17 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. Please RSVP before Friday, May 13.

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.

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