



**Contact: Autumn Graber, President, 701-237-6863
Autumn.graber@mediaproductions.com**

FOR IMMEDIATE RELEASE

Digital Marketing Specialist to Speak at AAF-ND Luncheon

Fargo, ND (October 7, 2010) - The American Advertising Federation of North Dakota (AAF of ND) will conduct its first educational meeting of the year on Tuesday, Oct. 19 at 11:30 a.m. The event will feature Aaron David Shapiro, Vice President of Audience Monetization at HUGE. In his presentation, named "Digital Wins through User-Centric Design," Shapiro will present effective ways to reach consumers digitally.

Digital marketing is inevitable these days, but with mobile phones, Wi-Fi enabled TVs and in-store touch screens, what does "digital" actually mean? And what is the most effective way to reach consumers digitally? Shapiro will walk through key elements to successful projects such as the Cannes Lion and OMMA award winning Pepsi Refresh Everything campaign and the redesign of JetBlue.com to shed insight on how user-centric solutions can increase brand perception and revenue.

The event runs from 11:30 a.m. to 1 p.m. on Oct. 19 and will be held at the Fargo Holiday Inn, 3803 13th Ave. S. Admission is free for AAF-ND members, \$40 for nonmembers and \$15 for non-member students. RSVP by e-mail to reservations@aaf-nd.org. Please RSVP before Friday, Oct. 15.

AAF of 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 of 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.

#####