

The Advertising Federation of Fargo-Moorhead



Contacts:

Barb Redinger, President, 701-280-1768

Brian Meckler, 2nd VP, 218-284-1111

FOR IMMEDIATE RELEASE

## **ADVERTISING SPECIALIST OF PACKAGE SERVICES TO SPEAK AT THE ADVERTISING FEDERATION OF FARGO-MOORHEAD EVENT**

**Fargo, N.D.** (April 10, 2007) – Patrick O’Connell, advertising specialist of package services with the U.S. Postal Service will present “Who Wants to Be a Direct Mail Champion? Mail Innovation and Making the Most of Direct Mail,” at the Advertising Federation of Fargo-Moorhead’s monthly educational session on Tuesday, April 17, 11:30 a.m. – 1 p.m. at The Doublewood Inn, Fargo.

As marketing conduits continue to multiply and customer attention spans shrink, today’s marketing champions will be deemed not by the size or scope of their media, but by the level of engagement their message creates. While the means to reach consumers is easier than ever – via traditional advertising, sponsorship, outdoor and other forms of media – the chance to connect relies on the right balance of invitation and interaction. Admission is free for FM AdFed members, \$40 for nonmembers and \$15 for nonmember students. RSVP to Brian Meckler at 701-284-1111 or by e-mail to [reservations@fmadfed.org](mailto:reservations@fmadfed.org).

FM AdFed is an inclusive organization open to anyone in a communication-related field, such as corporate communicators, public relations practitioners, journalists, freelance writers, designers and multimedia specialists, advertising sales representatives and printers.

FM AdFed, 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. Throughout the past 50 years FM AdFed 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. For more information on the organization please visit [www.fmadfed.org](http://www.fmadfed.org).

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