

The Advertising Federation of Fargo-Moorhead



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FOR IMMEDIATE RELEASE

ADVERTISING PROFESSOR TO SPEAK AT THE ADVERTISING FEDERATION OF FARGO-MOORHEAD EVENT

Fargo, N.D. (May 8, 2007) – Dr. Dennis Hinde, South Dakota State University, will present “Using Word of Mouth to make your Advertising better and cheaper,” at the Advertising Federation of Fargo-Moorhead’s monthly educational session on Tuesday, May 15, 11:30 a.m. – 1 p.m. at The Doublewood Inn, Fargo.

Word-of-mouth. Buzz. Viral marketing. Whatever you call it, we in advertising talk about it a lot these days. Everyone agrees that it is a powerful tool. But is it beyond the control of today’s marketer? Dr. Hinde doesn’t think so. In fact, he’s been working on capitalizing on consumer word-of-mouth ever since he finished graduate research on its relationship with advertising. Consumers like word-of-mouth and use it uncontrollably. It often leads to additional use of media, including advertising.

Dr. Hinde has come up with practical tips that will enable you to make word-of-mouth an effective part of your marketing mix. He teaches Advertising Copy & Layout, Public Relations and research courses. His 16-year business career focused on banking and retail advertising/public relations.

This meeting will also showcase the public service work Ad Fed created for PATH, present regional ADDY award winners and announce new board members.

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.

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