



„The most noted
marketing man
in the world”

JAY CONRAD LEVINSON

The Father of
**Guerrilla
Marketing**

➔ 14 / 06 / 2010
Budapest Marriott Hotel

Professional Partners:



Printing partners:



09:15 – 09:45 Registration

09:45 – 10:00 Event Opening

10:00 – 11:30 Session 1: Guerrilla Marketing

→ Guerrilla vs. Traditional Marketing

- The neverending process of good marketing
- Commitment – Key to a successful Guerrilla marketing strategy
- 22 differences between traditional and Guerrilla marketing

→ The top 20 Weapons of Guerrilla Marketing

- The world's most successful & innovative marketing tactics
- How to translate "weapons" into action
- How to use big events (e.g. trade fairs) for your Guerrilla Marketing campaign

→ Memes: The Newest and Most Potent Marketing Weapons

- 7 characteristics of your meme
- The best-known American memes of the 20th Century & prominent European examples

→ The scientific aspects behind Guerrilla Marketing

- Research results show that Guerrilla Marketing is not a matter of chance
- Why do people purchase?

→ 12 personality characteristics of Guerrillas

- What do you need for success?
- Making the best use of what you have for developing a spectacular marketing attack

11:30- 12:00 Coffee Break

12:00 – 13:00 Session 2: Guerrilla Secrets

→ The monumental secrets of Guerrilla Marketing

- 20 unknown ways in which your marketing comes alive
- Increase your profits substantially by using your resources in a sustainable way

→ Guerrilla Truths about Online Marketing

- 10 tactics you need to include in your online strategy and presence
- Guerrilla Marketing applied to Social Networks (Twitter, Facebook, MySpace etc.)
- Involving potential customers into your campaigns

→ Success with a Guerrilla Marketing Attack

- 10 Action steps
- Creating a seven sentence marketing plan & calendar

→ Saving money with Guerrilla Marketing in the 21st Century

- The most economical ways to increase your customer base
- How do you measure the success of your campaign?
- Is Guerrilla Marketing a substitution or complementary to other marketing strategies & tools?

→ Moral & ethical boundaries to Guerrilla Marketing

13:00 – 14:15 Lunch

14:15- 15:30 Session 3: Guerrilla Selling

→ Differences to traditional selling

→ How Guerrilla selling is more science than guesswork?

- What Guerrillas know that people really buy

→ The monumental secrets of Guerrilla selling

→ The guerrilla mind map

→ The guerrilla salesperson:

- Do's & Don'ts
- Creating emotion
- Heavy artillery for sales guerrillas

15:30 – 15:45: Questions & Answers, Closing

15:45 – 16:00 Coffee Break

16:00 – 17:00 Round Table Discussion:

Legal & ethical aspects to Guerrilla Marketing

- Data Privacy
- Avoiding unfair competition
- Liability – indemnity claim

Members of the Round Table:



dr. Pócsik Ilona, chairman, International Advertising Association



Wolf Gábor, Small Enterprise Marketing Expert, Marketing Commando

A delegated leader of the Hungarian Marketing Association

A delegated leader of the Hungarian Direkt Marketing Association

JAY CONRAD LEVINSON



Jay Levinson, known everywhere as The Father of Guerrilla Marketing, may be the most noted marketing man in the world. His 58 books have sold over 20 million copies and now appear in 62 languages. They're required reading in many MBA programs worldwide. But Jay's greatest gift is probably his speaking ability. He is funny and able to inform and inspire an audience at the same time.

„I was teaching at the extension division of the University of California in Berkeley and my students turned out to be the same people who founded and built Microsoft, Apple, Intel and Jacuzzi, to name just the star-studded ones. **My selling points are conciseness, a healthy dose of reality, actionable information where members of the audience move far beyond theory and into the real world.** My style of speaking is light-hearted but hardnosed.”

Jay Conrad Levinson was born in Detroit, raised in Chicago, graduated from the University of Colorado. His studies in psychology led him to advertising agencies, including a Directorship at Leo Burnett in London. Jay created and taught guerrilla marketing for ten years at the extension division of the University of California in Berkeley.

Today, Guerrilla Marketing is most powerful brand in the history of marketing; listed among the 100 best business books ever written, a popular website at www.gmarketing.com, and powers The Guerrilla Marketing Association – a support system for small business.

There is no better person anywhere able to tell you what you ought to know about Guerrilla Marketing than the Father of Guerrilla Marketing.

BE PART OF OUR MARKETING CAMPAIGN! (DM LETTERS, LOGO, ADVERTISING, PRINTED BROCHURES)
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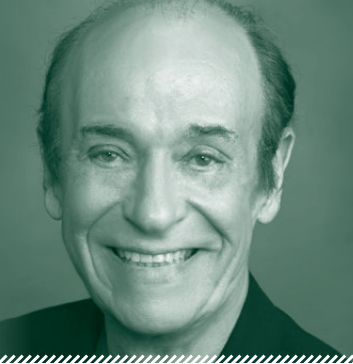


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JAY CONRAD LEVINSON

THE FATHER OF GUERRILLA MARKETING
14 / 06 / 2010

COURTYARD BY MARRIOTT BUDAPEST CITY CENTER



DATE

• JAY CONRAD LEVINSON
14 June 2010

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Register
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4 EASY WAY TO REGISTER

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Registration fee	before 15/03/2010	before 14/04/2010	after 15/04/2010
<input type="checkbox"/> Yes, I will participate at the conference (14 / 06 / 2010)	169 000 HUF+VAT	209 000 HUF+VAT	259 000 HUF+VAT
<input type="checkbox"/> Price for Hungarian Marketing Association Members & Price for Hungarian Direkt Marketing Association Members	149 000 HUF+VAT	169 000 HUF+VAT	199 000 HUF+VAT

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PAYMENT, CANCELLATION

We will confirm receipt of Your registration by mail and enclose an invoice. The fee is supposed to be transferred prior to the conference, whereby bank account number and name of the participant shall be indicated on the payment slip. Entrance to the conference is only ensured if the payment has been effected 3 working days before the conference. The transfer effected within 2 weeks before the conference shall be certified at the registration on the day of the conference with a note of the payment order. In case of delay in payment the participant shall reimburse any costs of debit charge and collection of payment. We maintain the right of changing the programme or the location. Cancellation: Possible only in a written form. Those cancelling participation 2 weeks ahead of the event shall pay costs of administration of HUF 20.000 + VAT, those withdrawing within 2 weeks before the conference HUF 40.000 +VAT. In case the cancellation arrives within 2 days before the event the participant shall reimburse the full fee. Modifications to the participation might be made under specific conditions.

ANY QUESTIONS?

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