



New York American Marketing Association

Hyperlocal Marketing - How Consumer Demand Is Changing the Landscape of Marketing

Wednesday, June 15, 2011
6:00-8:00pm

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Hyperlocal marketing has been a buzz word within the marketing community since the emergence of local deal sites like Groupon and Living Social and the widespread use of user review sites. Consumers are looking for content tailored to their interests and locale, and marketers must adapt their strategies to meet this growing demand. With the growing popularity of local content marketing, we begin to see how the landscape of marketing is adjusting to fit this consumer demand.

On Wednesday, June 15th, we sit down with a panel of industry experts to discuss hyperlocal marketing. How are marketers responding to the localization of content? How is marketing evolving to meet fragmented consumer demand? What types of marketers are particularly attracted to the local content arena? The discussions will span across back-end and front-end changes, as well as the future of localized content and marketing.

About Our Panelist

Ezra Kucharz is President of Local Digital Media at the **CBS Corporation**. He served as Executive Vice President of North American Online and Global Platforms for **Oberon Media** and has held several executive level positions at **NBC Universal**. Mr. Kucharz's career spans more than 15 years in the Digital Media arena.

Sean Finnegan is CEO of **Geomentum**, a leading hyperlocal marketing and media strategy and performance agency. Mr. Finnegan is the former President/Chief Digital Officer at **Starcom MediaVest Group** and former Chief Marketing Officer of **Vibrant Media**.

Chris Tolles is CEO of **Topix.com**, a nation wide news community on the Web. He is the former VP of Marketing and Co-founder of **Spoke Software** and former Director of Marketing at **Netscape**.

REGISTER NOW

Date:
Wednesday, June 15th

Time:
6 p.m. – Networking

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Get Involved

Volunteering at the NYAMA

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Community Opportunities Board

6:30 p.m. – Panel Discussion

7:45 p.m. – Q & A

Location:

The TAI Group
150 W. 30th Street, 14th Floor
New York, NY 10001

Members: \$35 **Non-Members:** \$55

We will:

- Discuss how marketers are responding to consumer demand
- Explore how marketing is evolving to meet consumer demand
- Learn how to navigate local content marketing
- Discuss the future of hyperlocal marketing
- Learn successful techniques and strategy and implementation to target local consumers

Who should attend:

- Marketing professionals who are either attempting to navigate localized marketing or seasoned in a local space
- Professionals with an interest in how marketing continues to evolve with technology
- Media marketing professionals
- Agency marketing professionals
- Students in media and/or marketing

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