

B-To-B Marketing Conference Focused on Sales Lead Generation to be Held on November 2, 2006 in Cincinnati, Ohio

What's Working NOW is partnering with The Business Marketing Association, B-to-B Magazine, and others to present a fast-paced, one-day marketing conference featuring educational sessions on a variety of topics. Conference registration is only \$249 per attendee, with a \$50 discount for registrations made on or before October 17th.

Columbus, OH ([PRWEB](#)) October 9, 2006 -- What's Working NOW, a training, development and event production company, is partnering with the Business Marketing Association, B-to-B Magazine, Commerce National Bank and others to produce a special, one-day, regional marketing conference in Cincinnati, Ohio. The conference is scheduled for Thursday November 2 from 7:45 AM - 4:30 PM at The Montgomery Inn Banquet Center.

Structured to be a fast-paced day of education and training What's Working NOW In B-to-B Marketing Lead-Generation & Sales -- And How You Can Make It Work For YOU!, will offer sessions on a variety of topics important to business marketers.

Mike Hensley, co-founder of HSR BUSINESS TO BUSINESS, a four time winner of B-to-B Magazine's coveted Agency of The Year award, will deliver the opening keynote: Business Relationship Marketing (BRM): Effectiveness and ROI, Now.

In addition to Hensley, the conference features presentations by the B2B Sales Lead Expert M. H "Mac" McIntosh, the Business To Business By Phone Expert Michael A. Brown, Search Engine Marketing (SEM) Expert Mike Murray and several other well-regarded business-marketing professionals.

Along with SEM, telemarketing and BRM, attendees will also learn the latest on what's working now in B-to-B direct mail and tradeshow marketing and what's working now in B-to-B direct marketing lists. Plus, they'll get pointers on how to make sure marketing and sales work together to maximize bottom line results. Additionally, the conference features a special keynote on creating effective print advertising from Steve Badertscher, President & Creative Director of B-to-B Magazine Top 75 agency Badertscher Communications. Attendees will be able to attend all the sessions, which will be presented sequentially.

The cost of attending the one-day conference is only \$249 per attendee, with a \$50 discount for registrations made on or before October 17th. For complete details and registration go to www.wnowbtb.com.

"We did a similar program in Cincinnati last year on a smaller scale and it was very well received by attendees," said Ernest Nicastro, event organizer and principal with What's Working NOW. "This year we upgraded the event by adding several nationally prominent expert speakers. At the same time, we decided to keep the registration fee at a very affordable level to make it cost-effective for multiple people to attend from each company. Thanks to a great group of sponsors, we've been able to do exactly that. As a result, we expect a strong turnout from the region, especially the Tri-State area of Ohio, Kentucky and Indiana."

"We definitely feel a one-day conference like this is a good idea," said Mike Brandt, CBC, Co-Executive Director of The Business Marketing Association. "This conference offers people a well-rounded, diversified learning experience at a very affordable price. We're pleased to be able to help make it possible."

About the Business Marketing Association

The Business Marketing Association (BMA), established in 1922, is a not-for-profit organization dedicated to serving the career and professional development needs of business-to-business marketing and marketing communications professionals. For more information, visit www.marketing.org .

About B-to-B Magazine

Today and for the foreseeable future, CMOs and marketing managers are going where no marketers have gone before. Using technology to enable on-demand marketing. Gathering real-time intelligence and capitalizing on competitive vulnerabilities and opportunities more quickly. Using performance analytics and predictive models to drive marketing ROI and tie it to business outcomes. All while never losing sight of the fundamentals - better strategy, more relevant and resonant creative, and fully and truly integrated marketing programs that connect brand and demand across the offline and online mix. It's the reason why today, more than ever, B2B marketers turn first to the magazine, Web site, newsletters and events that help them get where they need to go -- BtoB. For more information, visit www.btobonline.com

About What's Working NOW

What's Working NOW is a training, development and event production company headquarter in Columbus, Ohio. What's Working NOW offers education and training and special events that help B-to-B marketers grow their businesses by growing their knowledge base.

For more information about What's Working NOW In B-to-B Marketing Lead-Generation & Sales -- And How You Can Make It Work For YOU!, please contact:

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