



For Immediate Release

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**Inaugural Bakersfield Marketing Symposium to bring together leading marketing executives to help local companies build a high-performing marketing organization**

**Bakersfield, CA; October 18, 2007** – On November 15, 2007 Bakersfield, California will be the epicenter of marketing brilliance as the First Annual Bakersfield Marketing Symposium takes place from 7:30am – 5:00pm at the Bakersfield Doubletree Hotel. This maiden voyage will feature knowledgeable marketing experts, several of whom have authored highly successful books, and will gather to share their insight and experience in marketing best practices, including proven methods to attract and retain customers in a competitive marketplace. Proceeds will benefit Junior Achievement of Bakersfield.

At this innovative, one day – and first ever - gathering - conference participants will hear insights from senior marketing executives and professional platform speakers who will provide guidance on how to develop and retain loyal customers, utilize email successfully with maximum efficiency, create a successful brand through multiple channels, prepare successful advertising as well as place it effectively for maximum ROI, implement a successful marketing strategy to reach the Hispanic consumer and tell your story effectively through strategic public relations. Keynote lunch speaker, Dr. Chuck Wall, will share an inspirational message on how kindness can be a most effective marketing tool for any business of any size. A complete agenda and speaker showcase can be found on the Symposium web site:

[www.bakersfieldmarketingsymposium.com](http://www.bakersfieldmarketingsymposium.com)

Symposium participants and their peers in attendance who are responsible for strategic marketing, customer communications, interactive, digital communications, advertising, brand strategy and multi-cultural marketing, will have the opportunity to share knowledge and gain actionable insights that can be implemented in the short and long term.

In addition to excellent networking and interactive dialogue participants will be able to visit local companies exhibiting their marketing services and products in the exhibitor's gallery.

The 2007 Bakersfield Marketing Symposium is being coordinated by TH!NK, a local marketing company that supports business growth through innovative marketing strategies and brings new and exciting events to the city of Bakersfield. For additional information on the 2007 Bakersfield Marketing Symposium please contact Matthew Gonzales at 661. 472.0215 or log on to the Symposium web site: [www.bakersfieldmarketingsymposium.com](http://www.bakersfieldmarketingsymposium.com)

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**Note to media: interviews and photo opportunities with speakers are available by phone or in person prior to and/or on day of event; please contact Matthew at TH!NK (661.472.0215) for assistance**