

MN AMA Membership Profile

The American Marketing Association (AMA) is the largest marketing association in North America. The Minnesota Chapter is comprised of over 700 members—marketing professionals and students—who represent a variety of organizations and industries from across the state. The Chapter serves its membership by providing a host of opportunities including education and training, information and resources, and professional networking. AMA members are connected to a network of experienced marketers nearly 40,000 strong and include leading marketing academics, researchers and practitioners from every industry.

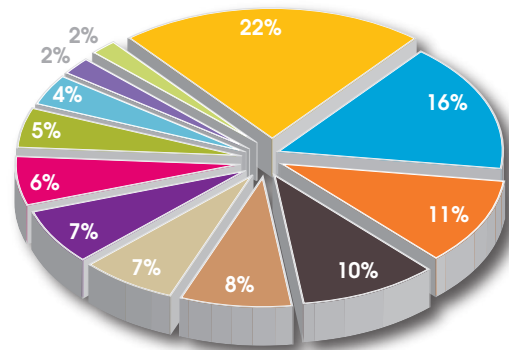
Average Age

18-24	6%
25-34	36%
35-44	15%
45-54	34%
55-64	8%
65+	0%

Years of Experience

> 1 year	1%
1 to > 2 years	4%
2 years to > 3 years	8%
3 years to > 5 years	11%
5 years to > 10 years	21%
10 years to > 20 years	24%
20+ years	29%

MN AMA MEMBER INDUSTRIES

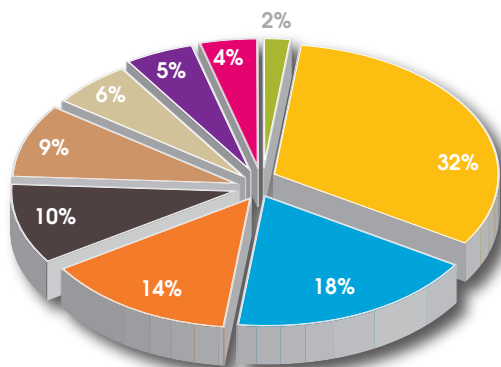


Top 5 Topics of Interest

1. Marketing Strategy
2. B2B Marketing
3. Social Media Marketing
4. Interactive Marketing
5. Brand Management

- Health Care
- Professional Services Marketing Management
- Communications
- Market Research
- Educational Services
- Financial Services/Insurance
- Manufacturing
- High Tech & Other Science-Related
- Retail
- Hospitality Event Management & Meeting Planning
- Nonprofit
- Other Industries

MN AMA MEMBER JOB TITLES



- Manager
- Director
- Other
- Head of Business
- Vice President/CMO
- Coordinator
- Consultant
- Account Executive
- Analyst

MN AMA Programs Offer Value

- In-depth information supported by real-world examples and measurements of success
- Concept and framework takeaways
- Presentation slides and supplementary handouts
- Attendance of 40 to 50 professionals depending on size of venue
- Engaging audiences who participate and share experience/industry expertise enrich learning experience
- Networking opportunities before and after each official program
- Well-known speakers receive publicity and name recognition

Membership profile is based on information provided by a portion of our members as of February 8, 2010.

For more information: Visit www.mnama.org or contact us at office@mnama.org