

FOR IMMEDIATE RELEASE

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St. Paul, MN – (January 21, 2008):

MINNESOTA CHAPTER AMERICAN MARKETING ASSOCIATION'S FEBRUARY MONTHLY MEETING

8 TOP TRENDS for 2008

Speaker: Hans Eisenbeis, Sr. Editor, Iconoculture

It's that time again. The first month of a new year and marketers, brand planners and media outlets across the country are pondering the same billion-dollar question: What's next for 2008?

From group solving of social issues to the maturing of social networks and green technologies, Iconoculture's 8 Top Trends for 2008 unearths future projections, trends and values that are impacting consumer behavior today and tomorrow - illuminating not only what consumer activity is transpiring, but why it's happening and where it's heading.

Presented by Hans Eisenbeis, Iconoculture's Sr. Editor, "8 Cultural Trends for 2008" is designed to inform and inspire spot-on marketing plans, savvy business strategies and innovative marketing solutions. This presentation will feature a full "8 in '08" countdown, expert analysis and a question and answer session.

Meeting Specifics

Date and Time

Tuesday, February 12, 2008
7:30-8:00 AM: Registration & Networking
8:00-9:00 AM: Program
9:00-9:30 AM: Q&A / Meet the Speaker

Cost

Member \$25
Guest \$50
Student \$15

Location

University of St. Thomas
1000 LaSalle Ave Room #201
Minneapolis, 55403.

Registration

Register at www.mnama.org; call the AMA Minnesota office at 651-917-6241 or email office@mnama.org with any questions.

About AMA Minnesota

The Minnesota American Marketing Association is comprised of Minnesota marketing professionals and students who are interested in developing their marketing skill set in a variety of industries. Its large and active pool of volunteers has helped the chapter build national recognition, and its over 750 members make it one of the largest chapters in the country. Membership is at an all-time high and the Minnesota chapter is now ranked in the top ten nation-wide.