

MARKETING

SALES

**HANDOFF:
FUMBLE OR
SCORE?**

Tackling the critical connection between Marketing & Sales

SURGE

Wired For High-Powered Results

DATE AND TIME:

- Thursday, January 23, 2014
- 7:30 - 10 a.m. – Panel / Q&A
- With continental breakfast

LOCATION:

- AMN Healthcare, Carmel Valley

EVENT FEE:

- SDDMA & Partner Member: \$49
- Non-Member: \$69
- Student: \$29

REGISTER: SDDMA.org

Hosted by

SD DMA

San Diego | Direct Marketing Association

Kick off the New Year with the San Diego Direct Marketing Association as we explore new strategies for optimizing alignment between sales and marketing teams to drive more profitable growth. With an expert panel of business leaders, moderated by Ken Schmitt, President of TurningPoint Executive Search and the Sales Leadership Alliance, you'll come away with great ideas you can put to work right away.

Register today. Seating is limited at this once-a-year event, and you won't want to miss the networking or the prize drawings either!

SURGE kicks off each January with a high-level, collaborative topic that examines the strategic role marketing plays in every organization.

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