

MARKETING ACADEMY

THURSDAY, MAY 16 /// SAN ANTONIO, TEXAS



At Marketing Academy 2024: *Stronger Marketing and Stronger Communication*, you'll enjoy insightful sessions that dive deep into the best marketing tactics for growing your client base. During our time together, there will be ample opportunity to network with—and learn from—other marketing professionals who employ the Haberfeld HPG™ strategy! To conclude the day, we'll celebrate with a group dinner event.

DISCUSSION TOPICS

- Using Data to Communicate Effective Marketing Decisions
- Marketing Outreach
- Digital Marketing
- Maximizing Your Budget in a Restrictive Budget Environment

REGISTRATION

You must attend Symposium to register for Marketing Academy. Registration is only \$350 per person (in addition to the Symposium fee).

Register online at haberfeld.com/symposium

QUESTIONS

Rachael Houghton, 402.212.3788, rhoughton@haberfeld.com

7:00 - 8:00am

Breakfast

8:00 - 8:45am

Welcome

8:45 - 10:15am

Marketing Outreach

10:15 - 10:30am

Break

10:30am - 12:00pm

Success by the Numbers: Using Data to Communicate Effective Marketing Decisions

12:00 - 1:00pm

Lunch

1:00 - 2:15pm

Digital Marketing

2:15 - 2:30pm

Break

2:30 - 4:30pm

Maximizing Your Budget in a Restrictive Budget Environment

4:30 - 5:00pm

Closing

6:00 - 9:00pm

Dinner Event