

For Immediate Release

MarketingProfs to Hold Customer-Focused Business Seminar in Santa Barbara B&B

Victorian setting and limited seats give event an intimate feel

Los Angeles, CA, April 13, 2006—The dual challenge of attracting customers and building their loyalty keeps every marketing executive awake at night. On April 20 and 21, MarketingProfs.com is addressing these important topics in an intimate, two-day conference at the Victorian-styled Upham Hotel and Country House in downtown Santa Barbara, California.

Titled “Finders, Keepers: Finding Prospects, Keeping Customers,” the conference is limited to just 50 people to allow for a more intimate, relaxing environment for speakers and attendees to discuss the topics at length.

“With an attendee to speaker ratio of just 7 to 1 at a charming inn in Santa Barbara, we’re looking to make it easy for everyone to connect—and leave refreshed and inspired,” said Roy Young, Director of Strategy and Marketing for MarketingProfs.com. “We consider Finders, Keepers a retreat, not a conference.”

“We wanted to replicate the style of our website in this event – intimate, informal, and lively,” said Allen Weiss, founder and publisher of MarketingProfs. “Most conferences are not conducive to real human interaction, with hundreds of people herded into big hotel conference spaces. But with only 50 attendees gathering in a beautiful B&B, we think the entire experience will be both productive and enjoyable.”

The two-day “retreat” will include discussion of branding, value-added relationships, online customer-hunting, marketing loyalty, and marketing metrics for keeping customers. The presenters will also be members of the audience for the duration of the event, so participants will have many opportunities to meet with the speakers and other guests for in-depth conversation about their own specific situations.

Keynote speakers include Branding expert William Arruda, Marketing ROI authority Jim Lenskold, eBusiness Marketing & CRM veteran Leigh Duncan and Customer Loyalty expert Jill Griffin. Weiss and Young will also be keynote speakers at the retreat. More information about the retreat including a complete speaker list and full agenda can be found at www.marketingprofs.com.

Cost for the two-day event is \$1,295 per person with a group discount available. Reservations can be made with event director Shelley Ryan at 888-572-7934.

About MarketingProfs.com:

MarketingProfs, founded in 2000, is a comprehensive learning site for marketing professionals, with more than 185,000 members worldwide. Drawing on the expertise of more than 300 analysts, marketing professionals, and professors, MarketingProfs helps marketers all over the world – from the very largest to small start-ups – stay current and effective in the entire range of online and offline marketing areas.

Free membership to MarketingProfs includes a weekly newsletter on current issues and ideas, as well as access to the site's basic library. The site also offers more than 20 non-sponsored virtual seminars a year. Premium (paid) memberships include access to a vast Premium Library, podcasts, marketing templates, buyers' guides, benchmark surveys, and marketing guides.

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