

Beyond Borders: Making Worldwide Marketing a Reality

International Marketing Symposium
Presented by The DFW-AMA

Learn how to go global from industry leaders at a one-day comprehensive symposium covering the complex issues of marketing your products and services overseas.

Capitalize on this global marketing expertise brought together for one day when marketing professionals from organizations like Oracle, McDonald's, DFW International Airport, Mary Kay, who have already ventured overseas, will share their successes and their lessons learned.

When: Thursday, April 6, 2006

Where: University of Dallas, 1845 E. Northgate Dr.,
Irving, Texas 75062

Time: 7:30 a.m. to 6:30 p.m.

Cost: Varies based on options – full day, half day,
AMA member, non-member, student

Plan to attend now.

For more information and to
reserve your place go to

www.dfwmktg.org

Symposium agenda includes:

- Keynote speaker
- Partner showcase
- Presentations
- Roundtable discussions
- Global panel discussion

Who should attend:

- Marketing Executives
- Educators
- Students



DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

Beyond
Borders

