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TUESDAY, JUNE 2

- ___ 1. P1: THE ABCs OF ACCOUNTING FOR MARKETING PROFESSIONALS (Hylan)
- ___ 2. P2: AT HE CROSSROADS EFFICIENT AND EFFECTIVE GROWTH (Crosely)

WEDNESDAY, JUNE 3

- ___ 3. A1: HOW TO MEAN BUSINESS IN SOCIAL NETWORKING SITES (Hollinden)
- ___ 4. A2: UNWRITTEN RULES OF BUSINESS ETIQUETTE (Tarka)
- ___ 5. A3: ROI IN CLIENT FEEDBACK (Monesson)
- ___ 6. A4: CAPTIVATING COPY (Nelson, Gold)
- ___ 7. B1: HOW THE INTERNET CHALLENGES THE RULES OF PR (Nelson, Gold)
- ___ 8. B2: BRAND AID FOR A TOP 100 FIRM (Taylor)
- ___ 9. B3: ENERGIZE YOUR DIRECT MARKETING ROI (Cote)
- ___ 10. B4: PRACTICAL PURSUIT PLANNING (Jensen)

THURSDAY, JUNE 4

- ___ 11. C1: PROPOSING TO WIN (Sant)
- ___ 12. C2: VIDEO KILLED THE RADIO STAR (Belser, Walsh)
- ___ 13. C3: A CPA'S PATH TO LEADERSHIP (Nemitz)
- ___ 14. C4: HOW THE C-SUITE BUYS PROFESSIONAL SERVICES (Molinar)
- ___ 15. D1: HOPE IS NOT A STRATEGY (Glick)
- ___ 16. D2: PRESENT WITH IMPACT (Faurote)
- ___ 17. D3: GETTING YOUR WEB SITE TO THE TOP OF THE CHARTS (Tolin, Geh)
- ___ 18. D4: BUILDING VALUE (Crosely)

FRIDAY, JUNE 5

- ___ 19. E1: DRIVING BUSINESS DEVELOPMENT THROUGH E-MAIL (Green)
- ___ 20. E2: STEP UP TO YOUR LEADERSHIP *(Charlop, Carnahan)
- ___ 21. E3: IS YOUR FIRM A LEADER OR A LAGGARD? (Caragher, Telberg)
- ___ 22. E4: LAUNCHING A PRACTICE (Steffen)

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