

**May Program:**

Rick Batyko

NEW “Cleveland +” Regional  
Marketing Campaign

**When:**

Wednesday, May 9, 2007,  
11:45 a.m.

**Where:**

Sushi Rock  
2101 Richmond Road  
Beachwood Place

**Get Map & Directions**

**RSVP:**

by May 5, 2007 to  
[lynnemeyer@cox.net](mailto:lynnemeyer@cox.net)

**Upcoming Meetings**

**May 23 meeting**

Lisa Bachman of All Points  
Connect will talk about how  
guerrilla marketing can be a  
good ROI for your clients.

Have an idea for a presenter  
or a topic?

*Non-members are welcome to  
attend our meetings, paying  
\$10 in addition to the cost of  
their own lunch.*

*REMINDER: We do not meet  
in June, July or August.*

## **TWO dynamic speakers + TWO hot topics = TWO dynamite meetings**

April was pretty much a disaster in terms of coordinating our speaker and location! Not to worry, however. Since we don't meet during the summer, we have two meetings scheduled for next month – May 9 and May 23.

### **Bye “Believe in Cleveland” Hello “Cleveland +”**

On May 9, Rick Batyko, president and ceo of the Greater Cleveland Partnership, will reveal the background of the new “Cleveland +” regional campaign that was launched on April 26. The campaign includes promoting the assets of Akron, Canton Toledo and Youngstown as well.

The marketing plan targets business, travel and tourism and Greater Cleveland residents. Rick will also share the public relations strategy, tactics and evaluation metrics behind the campaign.

The force behind “Cleveland+” is the Greater Cleveland Marketing Alliance, formed in 2006 by the Convention and Visitors Bureau of Greater Cleveland, the Greater Cleveland Partnership business advocacy group and NEO, the regional economic organization.

Join us on May 9 for this very topical subject.

The communications professionals of the **Cleveland Independent Practitioners Group (IPG)** meet monthly.

### **Guerrilla/viral/stealth marketing**

Lisa Bachman is the Biz Whiz of All Points Connect, a non-traditional marketing company that has worked with local, regional and national organizations to create some of the most innovative marketing campaigns today.

On May 23, Lisa will explain the creative, unconventional and distinctive promotional techniques All Points uses. The company's programs are highly targeted to clients' demographics to deliver measurable results.

Very importantly, guerrilla-marketing techniques work well for small- and medium-size organizations without breaking the budget.

Join us for this fun and informative meeting! ■