

YES WE CAN: GOING VIRAL IN A SOCIAL MARKETING WORLD!

MARK LAB
The Marketing Resource Lab at Baruch College

“Panel Discussion on How Viral Marketing is Redefining the Art of Networking”

Moderator: Les Blatt
With over 30 years with ABC News as a producer, editor and writer.

Steve Rubel Ken Zamkow Peter Himler John Havens Howard Greenstein



Senior VP of
Insights for
Edelman Digital

Executive Director,
Marketing & Business
Development for
Flixwagon

Founder and
Principal of Flatiron
Communications

Director, Partnership
Marketing &
Integration at
blogtalkradio

President of
Harbrooke
Group

Monday, April 27, 2009, 1p.m. - 3p.m.
Newman Library Building, Room 750

To register email marklab@baruch.cuny.edu

Park Bench Marketing Group