

Databases selected: ProQuest Newspapers, ProQuest Central

Coca-Cola Marketing Exec Penny McIntyre to Keynote TAG Awards Breakfast

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Abstract (Summary)

Brand Management Expert to Detail Practical Applications of 'New Media' In Capturing Market and Mindshare in Today's Evolving **Economy** TAG **Marketing** Stein Soelberg, 678-370-2308 TAG **Marketing** awards co-chair Stein.Soelberg@cbeyond.net Logo: <http://www.tagonline.org> TAG **Marketing**, a society of the Technology Association of Georgia (TAG) and Georgia's premier organization for technology **marketing** events and networking, today announced that Coca-Cola North America **marketing** executive Penny McIntyre will be the keynote speaker for TAG's 2009 Technology Association Marketer of the Year (TAMY) Awards and the Technology **Marketing** "Executive of the Year" Award breakfast, scheduled for May 21.

Full Text (771 words)

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Brand Management Expert to Detail Practical Applications of 'New Media' In Capturing Market and Mindshare in Today's Evolving Economy

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TAG Marketing, a society of the Technology Association of Georgia (TAG) and Georgia's premier organization for technology marketing events and networking, today announced that Coca-Cola North America marketing executive Penny McIntyre will be the keynote speaker for TAG's 2009 Technology Association Marketer of the Year (TAMY) Awards and the Technology Marketing "Executive of the Year" Award breakfast, scheduled for May 21. McIntyre, who is senior vice president and general manager for Coca-Cola North America Water, Tea and Coffee, will outline the practical do's and don'ts and best practices of online brand management.

"In marketing organizations around the world, Web 2.0, social networking, blogs, podcasting and viral marketing are all the rage," noted Tino Mantella, President of TAG. "In Penny, we are very fortunate indeed to have an individual from the Atlanta marketing community share real-world experiences in applying these 'new media' marketing tools to one of the world's most recognizable brands."

In her keynote, entitled "The New Rules of Brand Management - Leveraging New Media in the New Economy," McIntyre explores the challenges and benefits of applying Web-based communications to reach buyers directly; and explains how Georgia technology marketers can migrate from traditional marketing approaches to today's online "conversational-relationship" marketing techniques in building and extending their company's brands.

"Solid brand management today, just as it has always been, is about, first, discerning the unique, core 'story' that separates your brand from the competition; and, then, effectively sharing that story across every key audience that influences the brand," said McIntyre. "Today, though, the rules have changed for how you do that. Professional marketers need to understand and apply these new rules, or they run the risk of leaving their companies and themselves behind in the process."

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McIntyre's extensive career in international marketing includes assignments in Asia, Russia, Africa, and Europe. During these years, she honed her skills in applying customer insights within and across cultures to drive business results and innovation. McIntyre has led global initiatives within Marketing Strategy, Integrated Marketing, Sports Marketing and building a best-in-class marketing organization. Her passion is making the complex simple and making the simple impactful, critically important in competing for attention, time and resources.

McIntyre will share the stage with winners of the 2009 TAMY Awards and the Technology Marketing "Executive of the Year" at the TAG Marketing Awards Breakfast on Thursday, May 21, at Maggiano's restaurant in the Cumberland Mall. The deadline to submit entries for the annual awards program is 5:00 p.m. on Friday, April 17. For more information on the breakfast event, or for downloadable applications and nomination forms for the awards, visit www.tagonline.org/tamy-awards.php.

The 2009 TAMY Awards will recognize both small and large organizations that have demonstrated significant and measurable accomplishments in one of five categories. The company or its affiliate must be currently active in the technology industry in the state of Georgia, and the marketing program entered must have been managed entirely from Georgia. In addition, the programs/tactics submitted must have been carried out primarily during the 2008 calendar year.

An award will be given to one emerging firm (revenues less than \$10 million) and one large firm (revenues greater than \$10 million) in each of the following five award categories:

- Corporate Repositioning;
- Marketing for Growth;
- Marketing to the "C" Level;
- Customer Marketing; and
- Marketing Tactic

2009 represents the fourth year that TAG Marketing will name a Technology Marketing "Executive of the Year," a recognition that is based on peer nominations for a marketing executive who has clearly demonstrated outstanding leadership, either at a technology company or in a technology role within a non-technology corporation.

Sponsorship opportunities for the 2009 Technology Association Marketer of the Year (TAMY) Awards and the Technology Marketing "Executive of the Year" Award are also available. For details, visit <http://www.tagonline.org/tamysponsorship.php>.

About TAG Marketing

TAG Marketing is a society within the Technology Association of Georgia (TAG). TAG Marketing helps technology pioneers and business leaders grow their companies and achieve greater financial success through marketing. In addition to networking and learning opportunities, TAG Marketing provides members with firsthand exposure to marketing tools, programs, resources and the people who lead our technology-driven economy.

About TAG

The Technology Association of Georgia (TAG) is a non-profit organization whose mission is to support its members by generating opportunities for personal, professional and business growth. By forging strategic alliances, TAG serves as a primary catalyst to foster a rich environment for economic development in Georgia's technology community.