



Polygamous Marriage

MEDIA + ACCOUNT PLANNING + CREATIVE

OCT. 26, 2007 ~ NEW ORLEANS

Mark your calendar for the Polygamous Marriage of account planning, media and creative in New Orleans. Precise and provocative insights from people bringing Connection Planning forward - the world's first conference as far as we know. Challenge our bullshit, call your shot and get on with the noble quest of transforming the industry. That's right: Branded Utility. Put it to work in your own little revolution. Make it a big revolution. Conversations stirred by provocateurs like:

Adrian Ho, Zeus Jones – “Transformation in Marketing on transforming Connection Planning”

Ed Cotton, Butler Shine Stern & Partners – “Planning for Good”

Jim Elms, Barkley – “Introducing a way to condense hundreds of pages of data, charts and graphs that only a data wonk would ever love, into a single page of insights that inspires creative's, media, janitors and CEO's”

Gareth Kay, Modernista! – “What makes brands succeed? Energy”

Demian Brink, Boone/Oakley – “What's in a Name?”

Lisa Seward, Mod – “This isn't a marriage, it's a Monarchy”

Paul Woolmington, Naked

John King, Fallon – “Dispelling myths about Connection Planning”

Rob Walker, NY Times – “Murky/Marketing”

Michael Jager, JDK

Scott Lukas, Dosage Consulting – “Re-classifying media options based upon the way consumers sort, edit and use different media”

Sidney Bosley + Rob Perkins, Goodby Silverstein & Partners

We're also excited about hosting you in New Orleans. It's the perfect excuse to deep dive into our culture. Get the story you don't see on Anderson Cooper, check out the Voodoo Music Experience, eat too much, and get anthropological with your nightlife in a city that encourages that sort of thing. The perfect coda after a day of doing some cool, inspiring and important work together.

A scheme from your friends at Trumpet, sponsored by the NY Times and lifted by the hands, brains and hearts of many. To register visit polygamousweddings.com and stay tuned for details.

Venue

Hilton New Orleans/St.Charles Ave
333 St Charles Avenue
New Orleans, LA 70130

Every polygamous wedding needs a temple. The Hilton New Orleans/St. Charles Ave was a Masonic Temple when it was built in 1926. Today, its beautiful modern gothic style and neo-classical elements make it a favorite downtown location for celebrations of all kinds, including weddings. Oh yeah, it's also just three blocks from the French Quarter.

Registration

Conference registration fees are \$470 after September 15th and \$395 before.

Register online at www.polygamousweddings.com

For more information, please contact us at 504.525.4600 or Michael@trumpetgroup.com

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