

Reaching Your Global Customers

April 20, 2006
8:00 a.m.—4:00 p.m.
Lancaster Host Resort
Lancaster, PA



Keynote Speakers:

Todd Buchholz,
Former White-
house Director of
Economic Policy,
CNBC Regular,
Author:
"Bringing the
Jobs Home"

Steve Gillespie,
Vice President &
Client Executive
Strategic Seg-
ments, EDS

Mike Moran,
Manager of Web
Experience
IBM.com,
Co-author-
"Search Engine
Marketing, Inc."

Are you trying to reach global customers? If so, you will want to attend the premiere conference for international marketing and website strategies, "Reaching Your Global Customers." The conference sessions will focus on real topics facing companies competing in the global marketplace. The day will offer three dynamic keynote presentations and your choice of three breakout sessions. Topics include website globalization, international branding, global marketing, search engine strategies, market research, culture, and more. The sessions will be conducted by industry experts in their fields.

The conference will also include a full day exhibition featuring embassies from various countries throughout the globe. The Embassy Representatives will provide additional information about business practices in their respective countries. Don't have time for the whole day? Join us for the reception and luncheon program from 11:00 a.m.— 2:00 p.m. The reception will give attendees the chance to network with other participants as well as learn more about the embassies and exhibitors.

The luncheon keynote speech will be presented by Todd Buchholz. Mr. Buchholz is former director of economic policy at the White House, a managing director of the \$15 billion Tiger hedge fund, and an economics teacher at Harvard. He is a regular commentator on ABC News, PBS' Nightly Business Report and often appears on CBS, CNN and CNBC. His most recent book, *Bringing the Jobs Home*, explores the economic dangers of outsourcing and provides strategies for helping the U.S. remain economically competitive. Mr. Buchholz will present "Competing in a Global Economy."

For additional information about the conference including speaker bios and session descriptions, please visit our website at www.wtccentralpa.org.

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Full Day Conference
\$125 WTC Members • \$175 Non-Members

Reception & Luncheon Program
\$50 WTC Members • \$75 Non-Members

Please make checks payable to:
World Trade Center of Central Pennsylvania

To Register:

- By Phone: (717) 843-1090
- Online: www.wtccentralpa.org
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Please note that a 48 hour cancellation notice is required