

Reserve Your Seat to Lunch and Learn at the Ft. Lauderdale Boat Show

Marine Marketers of America and Boating Writers International have teamed up for an intriguing program during FLIBS featuring a hot luncheon topic and a cool chance to network with the marine industry's top communications professionals.

Julie Perry, who delivered an insightful presentation on using YouTube as a marketing platform a few years ago, will demonstrate how low-budget reality television shows like Bravo's hit series, *Below Deck*, which are tied to integrated websites with full-episode repeats of original programming, now offer cost-effective media opportunities both paid and organic. This will appeal to both marketers pushing outbound advertising as well as to writers focused on inbound strategies such as content marketing.

As an added plus, one of the stars of *Below Deck*, chief steward Adrienne Gang, will be on hand to lend a celebrity touch to the event which will be held on Thursday, October 31 at noon in the Grande View Room.

To ensure that you get a seat at the table and save \$5 make your reservations by Tuesday at:

<http://www.marinemarketersofamerica.org/custompage.asp?pg=memberupdates>

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