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## **Panel discussion sponsored by South Shore Ad Club March 10th at Granite Links Golf Club - Quincy**

February 26, 2009 - Front Section

Afraid that your marketing plan is stuck in the Stone Age? The South Shore Ad Club is sponsoring a panel discussion on "New Media - Changing the Face of Marketing for Small/All Businesses" on Tuesday, March 10th, from 6 - 8:00 p.m. at Granite Links Golf Club.

The price of admission is \$25 for non-members, \$20 for members. Light refreshments and gourmet pizza will be served.

Three panelists will outline Direct Mail/Web Tracking Using PURL's, The Convergence of TV and the Web, and Digital Pop. Panelists include AlecGraziano, boingnet.com; Chris Pape, genuineinteractive.com; and Rick Bizzozero, dotthinking.com.

"Traditional marketing is not getting the attention or results it once did," said Steve Dubin, owner of PR Works and member of the South Shore Ad Club's board of directors.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540