

Contact: David Reich, Reich Communications, Inc.
212.573.6000
david@reichcommunications.com

80+ Marketing Bloggers from 8 countries and 20 States to Visit NYC to “Get Social”

First-ever “social” event conceived, coordinated and funded entirely by marketing bloggers

(New York) March 17, 2008: More than 80 marketing bloggers from throughout the nation and around the world will converge on New York City April 4 – 6 for a new sort of social event.

Based purely on socializing and networking, devoid of seminars, panels and keynote speeches, Blogger Social '08 coins a new event category. It entails three group events—a mixer on Friday night, a cruise around the city on Saturday afternoon and a formal dinner on Saturday evening. An online system also enables attendees to form their own “meetups” between the large group gatherings.

The goal is simple: to allow some of marketing's top bloggers who have collaborated via the internet on projects, raised money for charities together and helped grow each other's businesses to actually meet.

Attendees hail from Australia, Belgium, Canada, Italy, Mexico, the United Kingdom, Oman and 20 U.S. States. Professionals span various marketing disciplines including strategy, public relations, social media, writing, usability, broadcast media, branding, advertising, user experience and design. Experienced marketing bloggers believe this is the first event of its type.

“Blogger Social is based on recognizing the value of face-to-face time together,” said one of the event's organizers, Des Moines-based advertising agency executive Drew McLellan. (McLellan blogs at Drew's Marketing Minute: <http://www.drewsmarketingminute.com>) “The event provides plenty of ‘social time’ for the marketing community to get to know one another better; time they just don't get at professional conferences and seminars. It's not about social media...it's about being social.”

Last June, New York-based marketing consultant Christina Kerley (blogging at CK's Blog: <http://www.ck-blog.com>) and McLellan partnered to announce the idea and through an online survey, polled the world's marketing bloggers on the viability of the idea and the preferred locale and date. At \$350 per person for the full weekend sans hotel and travel expenses, Blogger Social nets no profits. All planning and promotional time has been contributed on a volunteer basis.

As Kerley explains, “Sponsors were purposely not sought out, and we even declined some sponsorships offered, since featuring advertising or product pitches would be antithetical to the purely social intent of the event. Attendees are encouraged to discuss business opportunities, but the event is tailored to marketing professionals who, through their blogs and other online tools, generously provide thought leadership and analysis every day of the year. For their vast contributions to the profession, we feel they deserve a weekend together.”

Blogger Social is an event that is entirely created, coordinated and funded by the online marketing community with only professionals who actively blog about marketing eligible to attend. Discussions have already begun for a Blogger Social '09, to be held abroad, likely at a major city in Europe.

More information on event and attendees available at: <http://www.blogger-social.com>