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**The American Marketing Association's Phoenix Chapter  
Announces August "Technology-Special Interest Group" Event**

- WHAT** The American Marketing Association's (AMA) Phoenix Chapter announces its August Technology Special Interest Group (Tech SIG):
- "Web 3.0 and Semantic Marketing: Creating Powerful, Relevant and Meaningful Interactions for your Web site Visitors."**
- WHO** Chris Hewitt, vice president of technology of [Semanticator](#), an Internet sales and marketing company, will present the topic.
- Hewitt will provide attendees with:
- § An understanding of the Internet's grassroots technical initiative, the Semantic Web and its position in the evolution of the Internet
  - § A critical look at current Web Marketing strategies and how they can be improved
  - § An introduction to Semantic Marketing and its potential applications
  - § A new, powerful set of thought processes on how to segment and identify Web site visitors
  - § How we can return value to Web site visitors through Web Marketing activities when coupled with Semantic Marketing concepts
- SPONSOR** AMA's Tech SIG Event Sponsor is [KEO Marketing](#). [Prisma Graphics](#) is the Platinum Sponsor for all 2008-09 monthly meetings and SIG events.
- WHEN** August 14, 2008  
3:30 – 5 p.m.
- WHERE** AIR Marketing  
3419 East University Drive  
Phoenix, AZ 85034
- COST**
- § \$20 for members and students that register by August 8
  - § \$30 for nonmembers that register by August 8
- REGISTRATION** Register online at <http://www.netme.com/amaphoenix/>



## ***MEDIA ALERT***

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