



# Printing Industries Alliance of Long Island *Presents* **Integrating Social Media with Cross Media**

Sponsored by Mohawk Fine Paper **MOHAWK**  
MOHAWK FINE PAPERS

**Wednesday, May 5, 2010 | 5:30 - 8:30 pm**

Learn how to balance emerging social networks and channels with your clients' existing marketing mix to effectively generate more leads and increase response rates. Join M.J. Anderson and Robin Tobin of Trekk Cross-Media as they shed light on how social media will infiltrate and enhance all personal and commercial, private and public endeavors at light speed. They offer guidance on how to merge offline and online marketing elements together in order to gain the most momentum and traction in the marketplace.

Trekk Cross-Media is a full-service marketing communications agency that combines strategic planning, creativity and best of breed technologies to deliver integrated communication solutions across new and traditional media. Its experience in variable data and web-to-print technologies over the past ten years has gained the firm national attention.

### About our speakers --

**M.J. Anderson – Chief Marketing Officer, Trekk Cross-Media**  
As Chief Marketing Officer and founding partner of Trekk Cross-Media, M.J. Anderson meshes his background in traditional design and conceptual development with more than 20 years of experience working in new media and integrated cross-media communications. Working closely with national clients, he leads his creative team in the formation of innovative and effective communication strategies and tactics for some of today's most recognizable brands. A pioneer of variable direct marketing and early adopter of interactive technologies, M.J. is a frequent speaker at industry conferences and events.

**Robin Tobin – Vice President, Key Accounts, Trekk Cross-Media**  
Robin has worked in the design and print industries for over 25 years. She is known for her unique ability to balance strategic business thinking, a creative marketing approach, and engagement with partners and communities to develop programs that drive revenue, increase market share and grow customer loyalty. Before joining Trekk, she served as a Principal Manager of Print Industry Marketing at Adobe Systems Inc. There, she was responsible for driving adoption of Creative Suite, InDesign Server, PDF workflow, VDP and W2P.

## Integrating Social Media with Cross Media Wednesday, May 5, 2010

Four Points by Sheraton (at exit 48 of Long Island Expressway)  
333 South Service Road  
Plainview, NY 11803, 516-694-6500

### AGENDA

- 5:30 pm Registration and Networking (Cash Bar)
- 6:30 pm Dinner Buffet
- 7:15 pm Integrating Social Media with Cross Media
- 8:30 pm Adjournment

- ❖ PIA members - \$45.00/person
- ❖ Non-members - \$65.00/person

REGISTER online at [www.PIAAlliance.org](http://www.PIAAlliance.org),  
fax form at right to 716-691-4249 or call  
PIA at 800-777-4742 or 908-233-4124.

### REGISTRATION FORM: Wednesday, May 5, 2010

NAME \_\_\_\_\_

ADDITIONAL ATTENDEES \_\_\_\_\_

COMPANY \_\_\_\_\_

EMAIL \_\_\_\_\_

PHONE \_\_\_\_\_

Check Enclosed (Payable to PIA) \$ \_\_\_\_\_

Invoice my Company (PIA Members only) \$ \_\_\_\_\_

Credit card:  Visa  MasterCard  AmEx

Name on Card \_\_\_\_\_

Exp. Date (Month/Year) \_\_\_\_\_

