



What Is... The 2008 AMA International Collegiate Conference

By: Jared Fink

The AMA International Collegiate Chapter is a chance for members to join over one thousand fellow AMA brothers and sisters at the annual conference in New Orleans, Louisiana. This year's marketing extravaganza is being held April 3rd – 5th and offers a variety of electrifying experiences that are only limited by your imagination. Members qualified to attend the conference can network with sponsors and fellow attendees, participate in interesting seminars, compete with other AMA chapters from across the nation and so much more.

This year's conference keynote sponsor is McGraw-Hill, a worldwide corporation that touches our academic lives everyday. McGraw-Hill, along with other sponsors, has generously donated their resources to allow AMA to create an incredible marketing event for all collegiate AMA members and faculty advisors. If you are searching for possible work experience, then the opportunities to network with these well-known sponsors could be up your alley. There were many notable corporations at last year's conference (Nestle, Enterprise, Smucker's and Northwestern Mutual) who were recruiting. If you use your business etiquette and networking skills successfully, then an interview could be coming your way as a result of your participation in the AMA Conference.

The conference offers members a chance to meet fellow AMA members and discuss business ideas, exchange career information, or maybe just get to know somebody new. Imagine the stories you can tell all your friends and family from this experience in New Orleans. You will meet chapters from all over North America and companies that are located all over the world.

Not only will you meet these interesting people but you will be experiencing one of the most exciting cities in the world. New Orleans is filled with delicious food, cultural activities and good times. If you want to take part in this breathtaking city, then this year's AMA International Collegiate Conference is just for you.

There will be speakers at several of the conference events covering a variety of topics about the business world. These marketing professionals will provide informational speeches about the career-oriented world in which we live. Speakers are a vital portion of this conference, but so are the AMA chapter exhibits and competitions dealing with success, team-building and much more. For example, the chapter presentations deal with areas of success within specific AMA chapters; last year, TU-AMA Vice President Andy Hagerman spoke about TU-AMA's successful program planning.

There are also case and sales competitions, team-building sessions, and a banquet at the end of the conference that serves to sum up the entire three-day spectacle with awards and memorable photos. Last year, TU-AMA received awards for Outstanding Chapter Communications, Fundraising Activities, Professional Development and an honorable mention for the TU-AMA website.

Now remember TU-AMA members, if you would like to attend this remarkable event, you must have at least 1,000 member points by 2/15/08. Also, if you are concerned about price, it might be helpful to note that TU-AMA pays for the hotel rooms from Thursday night until Saturday night. Conference registration is \$145 and transportation to/from the New Orleans Airport (MSY) is at member expense. The important thing to know is that with the registration fee includes two meals at the event, plus all the great opportunities you obtain from the conference itself. Did I mention there will be tons of awesome freebies?! If you would more information or are interested in the 2008 AMA International Collegiate Conference, please speak with Theresa Meyer (Theresa.meyer@temple.edu) or Andy Hagerman (Andrew.hagerman@temple.edu).

TU-AMA hopes to see you in New Orleans on April 3rd for the 2008 AMA International Collegiate Conference!

ABOUT US

The Temple University Chapter of the American Marketing Association is one of the largest Student Professional Organizations within the Fox School of Business & Management. TU-AMA is devoted to promoting the marketing discipline and providing all the resources necessary for its members to succeed in the professional world.

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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
 <p>AMA American Marketing Association TEMPLE UNIVERSITY</p>	<p>All meetings take place on Fridays during the Business free period (11:40-12:30) in Speakman Hall, Room 115. DATES & EVENTS ARE SUBJECT TO CHANGE.</p>		<p>For all CSPD events (UNLESS SPECIFIED IN DESCRIPTION) please visit their office located in room 390 within Speakman Hall.</p>		<p>1 Erin Natale, Northwest-ern/Mutual EMPLOYER RESUME CRITIQUE - 11a - 3p CSPD DOUBLE HEADER 2 - 3p - Getting Started 3 - 4p - Resume Development</p>	<p>2</p>
<p>3 Executive Board Meeting Speakman 107 EMPLOYER RESUME CRITIQUE - 9:30 - 12:30 pm</p>	<p>4 Executive Board Meeting Speakman 107 EMPLOYER RESUME CRITIQUE</p>	<p>5 PAMA's-Super Bowl Smackdown at Dave and Buster's EMPLOYER RESUME CRITIQUE 10a - 2 pm</p>	<p>6 Pretzel Sale Speakman Breezeway 9AM - 3PM Ambler Walk-in 9:30 - 10:30 B- 2 - 3p - 121 West Hall 5:30 - 6:30p Something I Said? BH 206</p>	<p>7 EMPLOYER RES. CRITIQUE 2-4p 5 - 6p Something I Said? - SP 113</p>	<p>8 General Meeting Valentine's Day Cards EMPLOYER RES. CRITIQUE 2-4p Resume critique CSPD DOUBLE HEADER 2 - 3p - Getting Started 3 - 4p - Resume Development</p>	<p>9</p>
<p>10 Executive Board Meeting Speakman 107 8:15 - 9:15 am - Something I Said? Room 113 9:30 - 10:30 Resume Critique</p>	<p>11 Executive Board Meeting Speakman 107 8:15 - 9:15 am - Something I Said? Room 113 9:30 - 10:30 Resume Critique</p>	<p>12 Mock Internship Reception 3:30-5:30 Student Center Annex room 200A EMPLOYER RESUME CRITIQUE 10a - 2p</p>	<p>13 INDUSTRY INTER-VIEWS - see FoxNet! Ambler Walk-in 9:30 - 10:30 B- 2 - 3p 121 West Hall</p>	<p>14 INDUSTRY INTER-VIEWS - see FoxNet! 2p - 3p Resume Critique</p>	<p>15 Alumni Panel Spring Application Deadline! INDUSTRY INTERVIEWS - See FoxNet! 2p - 3p Resume Critique CSPD DOUBLE HEADER 2 - 3p - Getting Started 3 - 4p - Resume Development</p>	<p>16</p>
<p>17 Executive Board Meeting Speakman 107 9:30 - 10:30 - Resume Critique</p>	<p>18 Executive Board Meeting Speakman 107 9:30 - 10:30 - Resume Critique</p>	<p>19 10 - 11 Resume Critique</p>	<p>20 Pretzel Sale Speakman Breezeway 9AM - 3PM Ambler Walk-in 9:30 - 10:30 & 2 - 3p 121 West Hall</p>	<p>21 FOX Spring Connection 11:am - 2:00 pm Great Court, Mitten Hall Speaker Event- (FOX ALUMNI)- Real Estate in Philadelphia</p>	<p>22 Ciara O'Connell- Associate Manager- Consumer & Customer Insight from Cambell's Soup Deadline for 76ers Ticket Orders 2p - 3p Resume Critique</p>	<p>23</p>
<p>24 Executive Board Meeting Speakman 107</p>	<p>25 Executive Board Meeting Speakman 107</p>	<p>26 PAMA event How to Use Digital On-Demand Printing for Your</p>	<p>27 FSB Telemarketing to Accepted Students 5-7PM</p>	<p>28 SpringCareer Expo- 11 am until 4pm Liacouras Center</p>	<p>29 Scott Fuhr-ASI</p>	

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