

FOR IMMEDIATE RELEASE

For more information:

Susan Dykas
610.833.8517

sdikas@eBernieInc.com

Carolyn Maniscalco
267.757.8852

cmaniscalco@thirdfedbank.com

**Professional Marketing Group To Host Top Recruiters from J&J,
Comcast and Monster.com in Panel Discussion for Staying Competitive
in Today's Marketing Job Market
Panelists Will Give Insight and Advice on Achieving Career Goals**

Philadelphia, PA (October 14, 2010) – The Philadelphia Chapter of the American Marketing Association (PAMA) – a professional marketing association for marketers, educators and students across the Greater Philadelphia region – will host a panel discussion with key human resources and recruiting experts on remaining competitive in today's marketing job market. The event will take place on October 27, 2010 from 5:30 p.m. to 8:00 p.m. at the Comcast Center (1701 John F Kennedy Blvd, 42nd Floor – Amphitheater) in Philadelphia, Pa.

“In today's economic environment, finding a job or simply advancing your career is more of a challenge than ever,” said Craig Barton, PAMA president. “This will be a dynamic discussion with experts who can not only share their experiences but also offer advice on how to stand out from the crowd and achieve certain career goals well beyond the first 90 days.”

Panelists will include senior executives from Johnson & Johnson, Comcast and Monster. Participants will gain insight on how to remain open to various job opportunities, how to leverage one's network, how to demonstrate marketability even when between jobs, how social media has changed the dynamics of the recruiting process and what skills should be updated and maintained for career success. More than 60 participants are expected.

The registration fee is \$30 for students and professionals in transition, \$35 for American Marketing Association (AMA) members and \$50 for non-members.

For more details and to register, visit <http://www.amaphilly.org>, call 267-287-8497 or email info@amaphilly.org.

--more--

About PAMA

Established in 1931, the Philadelphia Chapter of the American Marketing Association (PAMA) was one of the first 100 chapters now affiliated with the American Marketing Association (AMA), which is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide.

With over 500 student, emeritus and professional members today, PAMA represents a diverse array of businesses, industries, government and professional organizations across the Greater Philadelphia area. PAMA is committed to bringing together members at all career levels with key thought leaders in various marketing disciplines and industries. For more information, visit www.amaphilly.org.

###