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**American Marketing Association  
Offers Marketing ROI Boot Camp with Jim Lenskold  
February 22-23 in Fort Washington, PA  
Over 30 marketers serious about building credibility  
and improving performance will attend – register today!**

**Philadelphia, PA (January 13, 2011)** – The Philadelphia Chapter of the American Marketing Association (PAMA) – a professional association for marketers, educators and students across the tri-state region of the Delaware Valley – is pleased to announce the return of the popular Marketing ROI Boot Camp. The program, produced by the American Marketing Association (AMA) will be led by Jim Lenskold, a best-selling author and expert in measuring and improving the Return On Investment in Marketing programs. Boot campers at this event will learn concepts for measurements, ROI analyses, and campaign decision support that improve the performance of marketing programs. This edition of the acclaimed Boot Camp will be held on February 22<sup>nd</sup> and 23<sup>rd</sup> at DeVry University, 1140 Virginia Drive in Fort Washington, PA. Advanced registration is required, by February 11, and can be completed by either visiting <http://www.amaphilly.org>, or by calling 267-287-8497. The registration fee for AMA members is \$700, and \$860 for non-members.

“This is a must-attend event for any marketer serious about building credibility with highly effective and efficient marketing,” said Craig Barton, PAMA president. “Jim Lenskold delivers a mix of theory and take-away skills that enable attendees to implement back in their organizations. It’s a program that’s packed with valuable insights for proving and improving marketing ROI.”

Mr. Lenskold will cover key topics from his award-winning book "Marketing ROI: The Path to Campaign, Customer, and Corporate Profitability" as well as updates from his most recent experiences with Fortune 500, and emerging mid-size companies, in the B2C and B2B sectors. This course guides those new to marketing measurement through a practical approach for getting critical insights from tracking, pre-post analyses, and market testing.

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Though not designed as a cookbook-style of course, the bootcamp will outline the steps involved for applying measurement techniques -- from setting measurement objectives and capturing necessary data, to calculating marketing impact and using the results to make changes necessary for better performance.

### **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.

Today PAMA's 500+ professional, student and emeritus members represent a diverse array of businesses, industries, government and professional organizations across the Greater Philadelphia area, including southern New Jersey and northern Delaware. 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](http://www.amaphilly.org).

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