

CONNECTING YOU WITH WHO AND WHAT IS IMPORTANT IN SILICON VALLEY MARKETING

IN THIS ISSUE

Introducing *The Vibe!*

by Jackie Klein, EVP Marketing, SVAMA

November is a big month for SVAMA. We're proud to introduce ***The Vibe*** to you. It's our newest communication channel. Our goal is to engage YOU...our members, connecting you to *Who* and *What* you need to know to be a savvy Silicon Valley Marketing pro.

It's also our way to let you know all that's happening here in the valley. In future issues, you'll find insider tips, learn about best practices, look at who's hot and get a sneak peak at companies on the rise.

Great events...and more

SVAMA is known for our great events. Every month, SVAMA hosts events on industry topics, inside looks at best practices and innovative ways to step up your game in marketing. Join us for *Industry Events* on important topics, *Morning Forums* for special interest small group interaction and dialogue, and then come together with your marketing colleagues to connect in a social setting at our *Networking Events*.

We also connect you to events hosted by AMA, the largest international association devoted to the marketing profession. And

now you'll be able to see upcoming events from SVAMA, AMA, and our Partners. Check out *The Vibe* and our website (www.svama.org) to be in the know and in the now.

Connecting, informing, advancing

In Silicon Valley, the hub of social and marketing innovation, things are constantly changing.

And so is SVAMA. Under the leadership of our new President, Shannon Ryan, the 2011-12 SVAMA Board of Directors is focused on making changes to improve our value-add to YOU. So you'll see many new changes over the coming months. A new and refreshed website presence, engaging communications across ALL our channels, and stronger relationships with members, partners, thought leaders and the business community

Stay tuned and stay connected...this journey is just beginning!



Member News

Act fast to take advantage of the Membership promotion – Nov 18th is the last day to get the special promotional rate when you join SVAMA as a new member.

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Volunteer Spotlight

Learn how you can help "Make it happen" as a SVAMA volunteer.

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SVAMA Events

Save the date for these upcoming events:

Dec 8 Celebrate the Holidays!

Jan 19 Refresh Your Personal Brand

Feb 21 Networking Event

Mar 13 Next Generation Social

Apr 10 The CMO Perspective

May 8 Networking Event

Check the SVAMA website for the latest topics, event details and to register for these events:

www.svama.org

Jan 19: Industry Event | Refresh Your Personal Brand

Your personal brand is what sells. Make this your #1 priority for 2012! Start the year right by developing your brand strategy, positioning and action plan.

You will learn to:

- Take charge of your professional destiny through unique personal branding
- Identify the rational value and the emotional value of your brand
- Jumpstart your own personal brand with proven tips
- Understand the importance of the personal brand ecosystem and how to work it



Featured Speaker: Karen Kang, CEO BrandingPays, LLC

Jan 19th 6:00 – 8:00pm
Keypoint Credit Union in Santa Clara



Celebrate the Holidays! Networking Event

It's that most wonderful time of the year – time to celebrate the holidays!

Give yourself the gift of connecting with colleagues, peers, and marketing pros at our annual holiday bash.

Get in the spirit, rub elbows, make connections, and expand your network. You might just walk away with your next big deal.



Date: Dec 8, 2011

Time: 6:00 – 8:00pm

Place: V-Bar lounge
Hotel Valencia, Santana Row

NEWS FROM SVAMA



Refreshing our brand!

SVAMA is excited to unveil its fresh new look. It's modern, alive, social and represents our brand values. We're introducing this new look & feel for all our communications pieces. Check it out now on our Social channels. The new website will be unveiled by Dec 5th.



What's Up!

Ready for a fresh new look? Well, we've got it. Introducing the new look of SVAMA.

It's a fresh new take on our brand. It's social, alive and engaging and represents our values with an updated image. Here's what you'll see in the new campaign.

Website:

You'll see a new website with more relevant content and a more engaging look & feel. Watch for it in early December.

Presentations:

We're taking advantage of this fresh new look to update our message and present all the important benefits of SVAMA. What we bring to members and prospects, to partners and sponsors.

Social Media:

We're expanding our use of social media channels to keep you informed and connected. Connect with us on Facebook: SVAMA

Join the conversation and stay connected with our LinkedIn site: SVAMA

Follow us for news, events and hot topics on Twitter: #SVAMA

The Vibe:

Our new quarterly communication piece with extended coverage on SVAMA, marketing topics, and about our community.



Connecting

Informing



Advancing



Volunteers make it happen!

by Divya Manickam, Volunteer Manager, SVAMA

Develop business and leadership skills in a supportive, collaborative team environment.

As a professional membership organization, the Silicon Valley American Marketing Association (SVAMA) invites all members to become involved in our association. There are numerous volunteer opportunities at the local level that will expand your marketing network and knowledge while supporting SVAMA.

Volunteer members manage all aspects of chapter operations including membership development, marketing, programming, sponsorship, volunteer efforts and community events. Volunteering is a great way to meet other business professionals and support the local community. Your efforts are valued and appreciated with SVAMA.



By expending your personal best efforts to advance the SVAMA vision and mission you will also develop strong business relationships that can pay dividends throughout your career. Should you aspire to greater responsibility, your demonstrated performance and contribution to our association can lead to nomination for a Board position. Contact: membership@svama.org for more details on these opportunities.

Advisory Council Manager

Marketing (8-20 hrs/month)

Identify Top 20 CMOs for advisory council; Define Council structure, process and benefits; Invite CMO's participation on Council; Manage CMO members and relationship; Coordinate with other Board members to effectively utilize & leverage CMO participation & contributions.

Marketing Assets Manager

Marketing (4 hrs/month)

Maintain/update asset repository; Establish & maintain guidelines and process for asset use in events, promotions, member education & affiliate activities

Member Spotlight Manager

Membership (1-2 hrs/wk)

Identify members for quarterly Member Spotlight; Develop written or video spotlights; Work with Marketing to post on website and via SVAMA communications.

Program Planning Volunteer

Programming (2 hrs/wk)

Contact potential speakers (identified by Programming/Board); Arrange event location; Complete/update Event form; Update event planning status; Introduce speakers at the event; Attend planning calls for your event.

Programming Event Volunteer

Programming (1 hr/wk)

Greet speakers and facilitate introductions; Determine and address specific speaker needs at event; Greet attendees, especially non-members and facilitate networking; Pass microphone around for questions; Hand out prizes at end of meeting; Hand out and collect evaluation surveys; Offer application packets to non-members.

Public Relations Manager

Marketing (4-6 hrs/week over a 1 year period)

Develop relationships with Industry & local press and influencers to promote & increase coverage of SVAMA programming and influence; Profile member success stories, thought leadership for press attention; Create/write press releases; Coordinate with wire

service for publication; Arrange & coordinate interviews, speaking engagements, panelist opportunities with SVAMA leadership, members, sponsors & partners.

Research & Analytics Manager

Marketing (8-16 hrs one-time assignment)

Conduct research and analysis to better understand the drivers of members and participants; Implement standardized measurements for all SVAMA events & programs; Apprise Board of findings, ensure easy access by Board to measures and metrics

Member news and views. . .

by Tilla Torens, EVP Membership, SVAMA

As a member of the Silicon Valley American Marketing Association (SVAMA), you know about all the marketing resources, best practices, training, and industry events available to you from SVAMA and AMA. But did you know there are other opportunities to get involved, showcase yourself and your company, and grow your leadership skills?

Volunteer with SVAMA

We have many volunteer opportunities for you to grow in your professional career. We would love to hear about your interests and welcome you to our team! Please email membership@svama.org to apply.

Host an Event

If your company is located in the Bay Area and can accommodate 60-150 people seated theater style, you could host an event, and showcase your company in the process! If you're interested, please email our EVP of Sponsorship, Robb Trost: robb_trost@jackmorton.com.

Become a Sponsor

Whether you'd like to be a corporate sponsor of SVAMA, an event sponsor or provide a space to host an event, SVAMA offers many opportunities to showcase your company and services to a targeted audience of marketing professionals and thought leaders in the greater Silicon Valley region. Please email our EVP of Sponsorship, Robb Trost: robb_trost@jackmorton.com for details on opportunities and sponsorship packages.

Nominate a Speaker

We're always on the lookout for topics and speakers that meet the needs of our members, such as cutting edge marketing technologies, or ideas on the future directions of marketing. If you have suggestions on speakers, or are interested in speaking yourself, please email Jane Cordingley, EVP of Programming at ingley212@gmail.com.

Welcome to our Members

A big shout-out to our new members, and those who have renewed their membership this quarter:

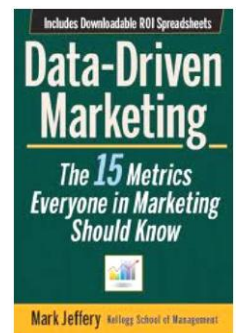
Wendy Goodman, XL Construction
Chris Kempton, Student
Colin Wang, Student
Lissette Ruiz, Student
Tereve Hanley, SanDisk
Kris Sheridan, Starting Arts
Trish Hayward, Catalyst Strategies
Marc Miller
Jeannine Howatt, EPRI
Steve Young
Victoria Menshchikova, SAP
Ryan Barringer, Bridge Bank
Peggy Lizaur, Crossfield Marketing
Kathryn Gorges
Britt Anderson, K & L Gates LLP
Sara Downall, Downall Research
Lisa English, C8 MediSensors
Asvin Ramesh, HCLTechnologies

RECENT EVENTS



We're listening to you

Thanks to all members and supporters who took our survey this summer. Your feedback helps us to deliver cutting edge educational programs, to meet your needs and to help you enrich your marketing skills. Tell us what's on your mind!



Data Driven Marketing

Everyone knows about ROI, but is it the right way to measure marketing effectiveness? SVAMA's industry Event on October 13 featured Mark Jeffery. His thought provoking comments and best in class examples showed us how marketing truly delivers results to drive business.



Mobile Marketing

Poised to explode into a \$50 billion dollar industry by 2015, SVAMA's industry event on Nov 8th demonstrated ways to develop your marketing campaigns to include mobile as a key touch point. Our panel of mobile experts and consultants shared insights and best practices to help your marketing campaigns hit the mark from strategy to implementation.

SVAMA
The Vibe

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