



## REGISTRATION FORM

**The Rochester Regional Photonics Cluster**  
*presents*  
**Exploring The Digital Marketing Trends of 2008... and Beyond**  
**Tuesday, February 12, 2008**  
**1:30 PM – 3:30 PM**

**Lennox Tech Incubator**  
**150 Lucius Gordon Drive**  
**West Henrietta, NY 14586**

There is a \$35.00 registration fee to attend,  
\$25.00 for RRPC & New York Photonics Members

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Organization: \_\_\_\_\_ Email: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Payment Type (*please check one of the following*):

Visa  Mastercard  American Express  Discover card  Check

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ Security ID \_\_\_\_\_

Please register on-line at New York Photonics, or send checks payable to “New York Photonics” to:

**New York Photonics**  
**150 Lucius Gordon Drive, Suite 117**  
**West Henrietta, NY 14586**

***Presented by Dr. Neil Hair,***  
***Assistant Professor, Chartered Marketer RIT***

*A review of the key issues facing internet marketers in 2008.*

*Small and medium sized businesses like RRPC members have made substantial investments in their internet presence during the past decade. The advisor to companies making these investments is often an advertising or marketing communications firm. Where do the advisors learn about new ways of using this powerful medium? How can you gain insight into where internet marketing is going, what innovators are doing, and what will work for you?*

*You will learn about current trends and key issues so that you will feel more informed as a decision maker with a budget for marketing using the internet.*

*The presentation will include:*

- *A review of contemporary online viral, buzz and guerilla marketing techniques.*
- *The impact of online social networking on current marketing practices*
- *An overview of new virtual worlds such as Second Life and their relevance as a new marketing channel*
- *The role of self-branding and marketing via association in this new era*

On-line Credit Card registration is available on our website at <http://www.NewYorkPhotonics.org>