

NEWS RELEASE
For Immediate Release
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Channel Promotion Best Practices for Construction Webcast/Panel Discussion

Naperville, IL—March 7, 2011—A webcast and panel discussion entitled Channel Promotion Best Practices for Construction Markets is scheduled for Tuesday, March 15, 2011 at 12 pm CST. The webcast is free to both members and non-members.

Panelists include Kevin Enke, Marketing Director for Bosch Power Tool Accessories, and Jim Scarlata, Marketing Director for Knaack Div. Emerson Electric. Construction Marketing Association (CMA) Chairman Neil M. Brown will moderate the panel that will focus on real world examples of channel promotions, and identify channel promotion best practices. The Powerpoint presentation deck and white paper (.pdf) will be available via the association events webpage following the webcast.

“Channel promotion is a critical marketing element for building products, equipment and related manufacturers, especially in soft construction markets,” shares Neil M. Brown. “This panel will demonstrate some of the secrets to effective promotion.”

To **register** for the Channel Promotion Best Practices Webcast, link to:
http://www.constructionmarketingassociation.org/CMI_Events.cfm.

ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

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