



SCHOOL OF
BUSINESS AND ECONOMICS
NORTHWEST

2016 Business Speakers Series Luncheon

A Fundraiser to Benefit the IU Northwest School of Business and Economics

Featuring

Douglas Karr

CEO and Founder of DK New Media

**How New Media is Impacting the Customer Journey
(and Why It Must Not Be Ignored!)**

Thursday, April 21, 2016

\$45 per person or \$400 for a table of 10

(Contribution over the value of lunch for each individual ticket, \$25 is tax deductible)

Radisson Hotel Star Plaza Grand Metropolitan Room

800 East 81st Ave. • Merrillville, IN

Doors Open at 11 a.m. • Lunch served promptly at 11:30 a.m.

Speaker at 12:15 p.m.

Keynote Speaker

Douglas Karr

CEO and Founder of DK New Media



Douglas Karr, is the founder of the Marketing Technology Blog, CEO and founder of DK New Media, and author of Corporate Blogging for Dummies. Douglas has been recognized internationally for his expertise in digital marketing, including being listed as a Top 25 Marketers in the World by LinkedIn.

He worked for a decade in the newspaper, direct mail, and database marketing industry before shifting his focus online. His firm works with some of the largest brands in the world - including GoDaddy, Angie's List, Salesforce and many more - helping them develop strategies to find, acquire and retain customers.

2016 Business Speakers Series Luncheon

PAYMENT OPTIONS:

- Registration is fast and easy using your credit or debit card online:
<http://go.iu.edu/19hC>
- Check is enclosed for \$_____.

Please make check payable to
Indiana University

Please complete and return to:

Indiana University Conferences
P.O. Box 6212
Indianapolis, Indiana 46206-6212

Cancellation Policy: All reservation cancellations must be made in writing to jematuck@iun.edu. If you cancel after the reservation deadline of April 1st, 2016, no refund will be issued, but 100% of your reservation price will be tax deductible.

For more information, please email:

jematuck@iun.edu

Fundraising Disclosures: <http://go.iu.edu/89n>

iun.edu/business

Event Sponsor Details

Only the sponsorship opportunities are considered charitable gifts. The value of the table purchase (\$200) is not tax deductible.

PLATINUM SPONSOR - \$1,800

TOTAL INVESTMENT WITH TABLE: \$2,000

- Special recognition during the event.
- Your company's name featured prominently in the printed event program.
- The opportunity to purchase one table for 10 people positioned in the front of the room for \$200.

GOLD SPONSOR - \$800

TOTAL INVESTMENT WITH TABLE: \$1,000

- Special recognition during the event.
- Your company's name featured prominently in the printed event program.
- The opportunity to purchase a table for 10 people positioned near the front of the room for \$200.

SILVER SPONSOR - \$300

TOTAL INVESTMENT WITH TABLE: \$500

- Special recognition during the event.
- Your company's name featured prominently in the printed event program.
- The opportunity to purchase a table for 10 people for \$200.

- Table includes eight corporate representatives and two business and economic students. Your valued support is needed to underwrite this event.