



MINNESOTA INTERACTIVE MARKETING ASSOCIATION

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MIMA Summit 2010 introduces new half-day intensive workshops

1 hour 45 minute working sessions offer tangible takeaways on B2B, social, search and more

Minneapolis (August 25, 2010) – The [Minnesota Interactive Marketing Association](http://www.mimainc.com) (MIMA) announces new half-day intensive workshops for day one of the ninth annual [MIMA Summit](http://www.mimasummit.org), presented by Larkin Hoffman, on September 27-28, 2010, at the Hilton Minneapolis downtown conference center.

“These intensive sessions offer an opportunity for marketers to immerse themselves in beginner and advanced sessions,” said Erin Rauk, MIMA co-vice president. “Bring your laptop, prepare your toughest questions and get plenty of rest the night before. Personally, I would wear short sleeves so you don’t have to roll anything up.”

The September 27 sessions posted to mimasummit.org include topics like building and socializing B2B marketing strategies, crafting mobile marketing plans, enhancing search engine marketing programs, bolstering website analytics, designing e-mail marketing campaigns, refreshing nonprofit organizations, social media ROI and more.

Founded in 2001, MIMA’s annual Summit has become the premier interactive marketing event in the Midwest. In addition to hands-on workshops on September 27, MIMA Summit 2010 features a full event day with more than 75 speakers in 40 breakout sessions across 10 categories, plus featured keynote speakers Gary Vaynerchuk and Baratunde Thurston and featured breakout speakers Julien Smith, Xenia Jardin, Olivier Blanchard and Cecily Sommers.

Register at the early bird rate at www.mimasummit.org today.

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ABOUT MIMA

Founded in 1998, the [Minnesota Interactive Marketing Association](http://www.mimainc.com) is the oldest Interactive Marketing Association in the U.S., and currently serves and inspires more than 1,200 members from agency, corporate and freelance environments in content development, design, experience design, marketing, media, product development, promotions, publishing and usability. MIMA believes fundamental changes in technology and culture have transformed business, and it is MIMA’s role to connect, illuminate, and partner with members and guests to elevate the quality of marketing practiced, the image, and talent available in Minnesota to the rest of the world – to challenge the status quo – to inspire innovation and fuel relevant change that benefits our membership in their professional and personal lives.