

2018 ADvance Program

Wednesdays, 6:30pm-8:00pm

Date	Topic/Speakers	Location
3/21/18	Program Opening Reception Ron Frederick, Adcraft Board Member, Sales Director - Focus Media & Marketing Michelle Rossow, Executive Director – Adcraft Detroit	Comcast Spotlight 30700 Telegraph Road Suite 4600 Bingham Farms, MI 48025
	Business of Sports Nolan Emlaw, Sports Marketing Manager - Comcast Spotlight	
3/28/18	Television Sales, Digital and News Anchors	WXYZ Channel 7 20777 W. Ten Mile Road Southfield, MI 48075
4/4/18	Public Relations Elizabeth Robbins-Sabourin, Account Director, Franco PR Geoffrey Geist, Digital Marketing Specialist, Franco PR	Campbell Ewald 2000 Brush Street Suite 601 Detroit, MI 48226
4/11/18	Agency Life Jim Berline, Chairman & CEO - Berline	Sapient Nitro THE HUB 191 N. Old Woodward Birmingham, MI 48009
4/18/18	Viral/Social Marketing Ed Gotfredson, Client Partner, Global Marketing Solutions - Facebook Dave Linabury, Director of Digital Strategy & User Experience - Element 5 Digital	Campbell Ewald 2000 Brush Street Suite 601 Detroit, MI 48226
4/25/18	Digital Media Guy Schueller, Industry Director, Automotive – Google	Google Birmingham 114 Willits Street Birmingham, MI 48009
5/2/18	Print Linda Thomas Brooks, President & CEO – MPA, The Association Of Magazine Media	Leo Burnett 3310 W. Big Beaver Road Troy, MI 48084
5/9/18	NO SESSION	
5/16/18	Radio Day Kim Blotkamp, General Sales Manager - iHeartMedia	iHeartMedia 27675 Halsted Road Farmington Hills, MI 48331
5/23/18	The Client Side Casey Hurbis, Chief Marketing Officer - Quicken Loans	Quicken Loans 1050 Woodward Detroit, MI 48226
5/30/18	Creative Process Bela Kogler, Account Representative – Armstrong White Chris Rose, President – Ron Rose Milagro Brad Phillips, Director – Black Sedan	Armstrong White 2125 E. Lincoln Street Birmingham, MI 48009
	Program Closing Reception	