

“Marketing in the 21st Century: Brand Building & Positioning Strategies”

Arts Center (ACS) | May 3, 2006



Al & Laura RIES

Dear friends and fellow marketers,

Following the big success of our previous events, we proudly continue the journey in the quest of learning and culture we started with you all, with another two internationally acclaimed leading figures. Our guests this time are Al & Laura Ries, the famous marketing gurus on branding and positioning strategies.

Al Ries is the chairman of Ries & Ries, a marketing strategy firm based in Atlanta, Georgia USA that he runs with his daughter, Laura Ries. He is the author, or co-author, of 11 classic books on marketing including Positioning, Marketing Warfare, Bottom-up Marketing, and Focus: The Future of Your Company Depends on It and The 22 Immutable Laws of Branding. His son, Charles Ries, is the US Ambassador to Greece.

Laura Ries was named by Business 2.0 magazine in 2002 as a "management guru." The publication issued trading cards with her picture and statistics on them. She has appeared on the Fox News Channel, CNBC and is a regular branding expert on CNN. She is a frequently quoted marketing expert in The New York Times, The Wall Street Journal, Advertising Age, Chicago Tribune, Washington Post and other publications.

Al and Laura Ries have written four books together: The 22 Immutable Laws of Branding, The 11 Immutable Laws of Internet Branding, The Fall of Advertising and the Rise of PR and their latest, The Origin of Brands.

During their remarkable presentation labelled "Marketing in the 21st Century: Brand Building and Positioning Strategies" Al and Laura Ries will cover most of the current and important issues in marketing today and will provide answers to questions, such as:

- How can we expand our business and still stay focused?
- When to launch second brands?
- When to change a brand name?
- How to select a word to own in the consumer's mind?
- How can we generate publicity?
- How can we develop a brand's advertising strategy?
- What role should the Internet play?

Since, we desire to share these experiences with you, we want you there! You are invited to participate and you are kindly asked to have a look at this web site where you will find all required information regarding the terms and the conditions for participation. Your presence will bring both pleasure and honour to all of us here at PROTHESIS SA.

I remain, Sincerely yours

A handwritten signature in blue ink that reads "Basil Nicholas Tsaras". The signature is stylized and includes a flourish at the end.

Basil Nicholas Tsaras
President & Managing Director

Due to limited seats availability, priority booking is needed

Information / application forms: Registration Office
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For e-registering: please, visit <http://www.prothesis.gr>.

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