



## **Engauge to Participate in Alterian's Engaging Times Summit**

*Agency will deliver keynote and other industry insight on the model of engagement*

August 21, 2009 (Columbus, OH) - Engauge, a total marketing solutions agency, will be participating at Alterian's summit as a leader on the model of engagement marketing. Engauge chairman Stan Rapp will provide the keynote, while the agency's CEO and VP of Digital Strategy will offer insight in other sessions. The event will be held August 25-26 in Chicago.

"Marketing as we have known it is changing. Consumers have developed an expectation to be fully engaged by the brands they encounter," said Rick Milenthal, Engauge CEO. "To be successful means a shift in the way marketing programs are developed, executed and measured. This summit is coming at a critical time for marketers. And we're excited to be involved - to share our experience and knowledge about how to do this right."

Day one of the conference will kick-off with a keynote from marketing icon and Engauge Chairman Stan Rapp titled "Five Common 'Miss-Takes' Marketers Make" that addresses what keeps marketers from cashing in on the Customer Engagement paradigm.

Later on day one, Engauge CEO Rick Milenthal will share his insight on how to leverage a true 360 degree customer view to stimulate multi-channel engagement. The agency's VP of Digital Strategy, Raghu Kakarala, will also participate on the Online Engagement panel.

The Engaging Times summit is an opportunity to learn how engagement is transforming marketing as we know it. Through the expertise of industry leaders, the summit will show how to link specific marketing disciplines, such as analytics and media, to transform marketing into a two-way, engagement-focused dialog with customers. The event will be held at the Swissôtel in Chicago on August 25<sup>th</sup> and 26<sup>th</sup>. Details and registration can be found at [www.alterian.com](http://www.alterian.com).

### **About Engauge**

Engauge, a portfolio company of Halyard Capital, is a total marketing solutions agency, dedicated to delivering transformational ideas that move someone – to act, to choose, to believe in a brand. The agency focuses on discovering true insights, developing ideas with real impact, and then measuring that interaction and gauging the results. Engauge's three Centers of Excellence combine the disciplines of branding, digital, and direct marketing to partner with clients such as Kraft Foods, Best Buy for Business, Chick-fil-A, The Home Depot, Sony, NGK, and Huntington Bank. The company has offices in Columbus, Austin, Atlanta, Pittsburgh, and Orlando. [www.engauge.com](http://www.engauge.com)

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