

For a calendar of technical society meetings in the Mid-Hudson Valley go to:
<http://pok.acm.org/calendar.html> and/or to MHVLUG's calendar at <http://hvstem.org/>



Poughkeepsie Chapter of the Association For Computing Machinery

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Program: Technology in Marketing for 2016

When: 7:30 pm, Monday, March 21st, 2016

Where: **Hancock Center, Room 2023, Marist College** **Meeting Location Changed**

Directions: Building 16 on the map at <http://www.marist.edu/welcome/map.html>

Parking: Please park at black dot #11 on <http://www.marist.edu/welcome/map.html> (the lot North of the Hancock Center #16) or in the lot East of Route 9, S/E of the former Main Entrance.

Speaker: Abe Uchitelle

About the Program: The rate of change in digital marketing is staggering; some of the tools available in 2016 weren't around even a year ago. This talk will provide an overview of the digital marketing landscape, and explain how each piece of marketing technology could play a role in achieving key business objectives. The scope of content covered will range from Search Engine Optimization to Paid Digital Advertising, including social media and content marketing. Platforms like Google Search, Google Display Network, Facebook Advertising, and the online space in general will be discussed during the presentation.

About the Speaker: Abe Uchitelle is President of **DragonSearch** (<https://www.dragonsearch.com/>), a digital marketing services company. Founded in 2007, DragonSearch focuses primarily on Search Engine Optimization, Digital Advertising, Social Media and Content Marketing. Since joining the team in 2012, Abe has helped clients from across the country find the right marketing mix to exceed their business goals. Although DragonSearch is fundamentally a digital marketing company, each campaign sets out to achieve real business outcomes.



Cost: Our meeting is **Free** and open to the public

Dinner: 6:00 pm, Palace Diner, 845.473.1576
Map and menu: www.thepalacediner.com
All are welcome to join us for dinner.

We thank Marist College for hosting the chapter's meetings.

Refreshments are served after the meeting.

For further information, email collier@acm.org or call 845.522.1971.

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