

HOWARD, MERRELL & PARTNERS

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FOR IMMEDIATE RELEASE

HOWARD, MERRELL & PARTNERS' JEFFREY L. COHEN TO SPEAK AT BUSINESS MARKETING ASSOCIATION MILWAUKEE MEETING

RALEIGH, N.C. – May 10, 2011 – Howard, Merrell & Partners' Jeffrey L. Cohen will speak at the Business Marketing Association (BMA) meeting in Milwaukee, Wis. on May 12, 2011.

Cohen will address how “Social Media Has Changed B2B Communications” in the featured presentation of the evening. Through examples and case studies, Cohen will examine the real value of social media in a variety of business-to-business (B2B) companies. Using a practical approach to social media in B2B communications, attendees will leave with a better understanding of how social media can help their businesses.

Cohen is the social media marketing manager at Howard, Merrell & Partners, where he provides strategic marketing counsel to clients regarding social media and other online marketing tactics. He is also managing editor of SocialMediaB2B.com, a leading site discussing social media in the B2B space, as ranked by Ad Age magazine.

For more details about the event, please visit: <http://www.bma-milwaukee.org/events/2011/05/social-media-has-changed-b2b-communications>.

About Howard, Merrell & Partners

Founded 65 years ago in Raleigh, N.C., Howard, Merrell & Partners Inc., is a pioneer in understanding and applying the power of human emotion to develop engaging business and communications strategies. Agency services include branding, creative development and production, consumer insight research, event planning and management, interactive, Hispanic marketing, media asset management, public relations, and social media.

Recent clients include Bank Independent, BASF Plant Science, Butterball, Canvas on Demand, Central Aquatics, CHD Meridian Healthcare, Cisco, Colonial Bank, Component Hardware Group, Doctors Vision Center, El Pueblo, Inc., Gear to Grow, Georgia-Pacific Professional (Dixie® and enMotion®), Hewlett-Packard, Interton, Invacare, INVISTA's CORDURA® brand, National Humanities Center, NC Beautiful, O2 Fitness, Oliver Twist Restaurant, ReSound, Safe Quality Food Institute, Southwest Windpower, THOR•LO, UltraPet and Zilla.

Howard, Merrell & Partners has received the Telly Awards, the Addys, Graphis, The London International Advertising Awards, The Communicator Awards, Sir Walter Raleigh Awards, Hermes Creative Awards, The InSpire Awards and the North American Precis Syndicate. Visit us at: <http://www.merrellgroup.com>.

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