



DRIVER ADVANCEMENT MARKETING SUMMIT 2012 AGENDA

Saturday, January 21

8:30 a.m.	Registration/Check In (Must Be Pre-Registered)
9 a.m.	Welcome & driver introductions
9:30 - 10:30 a.m.	Larry McReynolds
10:30 -11:30 a.m.	Townsend Bell
11:30 a.m.	Break for Lunch (not included)
12:30 p.m.	possible special meet and greet
1- 2:15 p.m.	Jeff Gordon/DuPont/HMS Press event featuring Richard Petty Hosted by Ricky Craven
2:30 - 3:30 p.m.	Kymerly Brantigan, <i>Public Relations</i>
3:30 P.M.	Joey Mancari, <i>NASCAR Resume Process</i>
4:30 p.m.	NASCAR Hall of Fame Tours Available (\$10 per person)

Sunday, January 22

8:30 a.m.	Sign in
9 a.m.	Kymerly Brantigan, <i>Welcome and recap of first day</i>
9:30-11a.m.	Annamarie Strawhand, <i>Social Media, Websites, inside tips, advice & demonstrations</i>
11 a.m.	Todd Stewart, <i>Cause Marketing</i>
Noon	Open Discussion
12:30 P.M.	Program concludes

