



**5th ANNUAL DRIVER ADVANCEMENT MARKETING SUMMIT IN
CONJUNCTION WITH NASCAR PREVIEW IN JANUARY**

CHARLOTTE, N.C. (November 28, 2011) – Performance PR Plus once again will host the seminar that provides the critical information and tools needed for race car drivers to advance their careers through the experience and advice of high-level industry professionals who commit to speak each year.

The fifth-annual Driver Advancement Marketing Summit is scheduled to remain the third weekend of January (Jan. 21 – 22, 2012), which is also when NASCAR is bringing back a version of what used to be known as “The Winston Cup Preview” -- a fan event where nearly all NASCAR drivers sign autographs and interact with fans and media. Both events are being held at the connecting Charlotte Convention Center and NASCAR Hall of Fame where the 2012 class will be inducted the night before.

“The timing and location of the preview present us with some opportunities this year to provide attendees a real education through behind-the-scenes access,” said Kymberly Brantigan, president of Performance PR Plus. “We’re currently working on the particulars of that and hope to make an announcement in the coming weeks.

“Additionally, we can’t emphasize enough the importance of networking to these drivers and getting their names and faces out there. With the ‘who’s who’ in the industry attending the NASCAR Hall of Fame induction ceremony on Friday night and the preview on Saturday, it’s an ideal time for people looking to network within the industry to be in Charlotte.”

Brantigan, whose agency has been managing four-time NASCAR Sprint Cup Series champion Jeff Gordon’s public relations on behalf of DuPont for nearly two decades, will speak on the topic of public and sponsor relations.

Also speaking at the summit will be Indy car driver Townsend Bell who will tell his story about how he has continually secured his own sponsorships over the years to advance his career up- to-and-including racing the in Indianapolis 500. Bell will offer advice and share tactics on how drivers can develop and secure sponsorships.

Larry McReynolds, former crew chief for the late Davey Allison and Dale Earnhardt, is not only a racing commentator for FOX and SPEED who will talk from a media perspective, but a “racing Dad” currently supporting his son who is working his way through the ranks. He will speak on both topics and share his invaluable experience and advice.

Today’s younger generation known as “Millennials” tend to connect themselves to brands and businesses tied to a cause. Cause marketing is one of the best ways a driver can not only give to a cause that he or she is passionate about, but appeal to prospective sponsors in the process. Todd Stewart with race2cure.com will talk about how drivers have effectively used cause marketing to further their careers and provide a road map for attendees to follow suit.

Annamarie Strawhand, president of Drive-in Web Design, will get drivers up-to-speed on the ever-changing social media landscape. She will speak about how to build and use social media effectively to develop drivers into the marketable brands that sponsors expect celebrity spokespersons to be.

Additional topics will include the “ins and outs” of driver development programs at the higher levels, and effective networking tactics, and additionally speakers will be announced in the coming weeks.

For more information or to register, please visit www.performanceprplus.com and click on the 2012 Driver Advancement Marketing Summit logo or call 704-377-8727 and follow us on Facebook at [Annual Driver Advancement Marketing Summit](#).

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