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## **Quaero to Host Webinar on Maximizing Marketing Investments During Difficult Economic Times**

*Multichannel Marketing Solution Leader Offers Six Easy Steps to Uncover and Capitalize on Existing Marketing Efficiencies*

### **WHAT:**

Quaero, a leading provider of multichannel marketing solutions, will host a thought provoking, one hour Webinar titled “Marketing in a Tough Economy.” Niall Budds, Quaero’s vice president of marketing operations will provide Webinar participants with six easy-to-implement steps that can help organizations maximize existing marketing efficiencies. Mr. Budds will describe the six steps and offer real world examples of organizations that have used these steps to improve marketing performance during difficult economic times.

### **WHEN:**

September 24, 2008  
1:00 p.m. – 2:00 p.m. ET

### **WHO:**

Niall Budds, the vice president of marketing operations at Quaero, currently manages Quaero’s Marketing Operations center of excellence, helping global organizations of all sizes realize substantial savings and improvements from their global marketing investments. Budds applies his expertise to assist organizations from a variety of industries such as pharmaceuticals, financial services and hospitality to maximize their marketing operations potential. Budds holds both a bachelors degree in theoretical physics and a masters degree in operational physics from University College in Dublin, Ireland. He also earned a masters degree in business, with a concentration in finance, from the Michael Smurfit School of Business at University College.

### **WHY:**

As all marketing professionals know, tough economic times result in smaller budgets and a focus on cost savings and short-term fixes instead of the longer-term, more impactful marketing elements like strategy and planning. The reality: A weak economic environment forces marketers to look for ways to control costs and make every dollar count.

Quaero, a recognized leader in helping organizations maximize their investments in marketing programs, services and technology will provide participants with six easy-to-follow lessons that will help them make the most of their marketing dollars in a difficult economy. Participants will reexamine and refocus their marketing efforts so that they can emerge stronger and better positioned for success when growth returns to the economy.

**Registration:** <http://lp.quaero.com/Webinar.html> Pre-registration is required. Space is limited. The event will be archived for interested registrants.

### **About Quaero**

Quaero delivers multichannel marketing solutions that help companies build long-lasting customer relationships, improve marketing effectiveness and realize measurable return on investment. We specialize in helping marketers solve their most complex challenges and accelerate marketing performance through a proprietary blend of strategy, analytics and technology. Quaero serves category-leading clients in Financial Services, Pharmaceutical/Healthcare, Media and Publishing, Travel and Leisure, Retail, Telecommunications, and Business Services. To learn more, please visit [www.quaero.com](http://www.quaero.com).

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