



## **AMADC Taps R2integrated as Strategic Learning Partner**

*Dynamic partnership to commence during Social Media Week*

### **Media Contact:**

**Eileen Bramlet**

**571.228.1906**

**[ecbramlet@gmail.com](mailto:ecbramlet@gmail.com)**

**January 23, 2012 – Washington, DC** –The DC Chapter of the American Marketing Association (AMADC) is pleased to announce its educational partnership with [R2integrated](#). R2i will assist AMADC with the execution of its growing “How To” marketing education series providing critical content support, expertise, and leading guest speakers to the region’s marketing professionals.

As the third largest chapter of the [American Marketing Association](#), and the leading network of marketing and communications professionals in the DC metro region, driving the innovation, professional development and career advancement of its members led AMADC to a partnership that will provide thought leadership and enhanced learning services. R2i was selected for its leadership in the DC region, its demonstrated innovation and its breadth of experience with social and digital media.

“Our new partnership with R2i is incredibly exciting, and will lead to significant growth in AMADC’s education series offerings. We can’t wait to work with such a cutting edge and creative organization to ensure learning opportunities that our members will embrace and benefit from,” said Mike Gardner, president of AMADC.

“As we look for the perfect opportunity to kick off the AMADC – R2i partnership, we can’t think of a better time to get things started than during Social Media Week, when the brightest minds in the region will be getting together to learn and compare ideas regarding interactive strategies and tactics,” added Gardner.

“We look forward to bringing together the area’s leading marketing professionals to create unique educational programming in what is a changing and dynamic environment for all marketers,” said R2i CEO Matt Goddard. “Emphasis will be placed on digital marketing and technology disciplines but the integration to offline media will also be a part of the programming.”

400 N. Washington Street | Suite 300 | Alexandria, Virginia 22314

Tel 703.683.4883 | Fax 703.683.5480

[www.amadc.org](http://www.amadc.org)



“How To” programming is delivered via bi-monthly presentations at chapter meetings as well as through monthly webinars, and covers topics relevant to new marketing professionals as well as seasoned marketing management.

### **About AMADC**

AMA is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. AMADC is the third largest chapter of the international American Marketing Association (AMA) – itself the largest marketing association in North America with over 38,000 members worldwide. AMADC is the leading network of marketing professionals driving innovation, professional development and career advancement throughout the region. Members and the broader community of AMADC represent a broad range of industries varying from corporate, media, government, association and non-profit sectors.

### **About R2i**

R2integrated powers content-driven brands with digital marketing and technology solutions designed to engage customers in real time conversations across online channels and communities of interest. R2i provides platforms and services that enable companies to distribute and manage content across online communities, create rich and shareable user experiences, build and foster social customer relationships/Social CRM, analyze buying behavior and optimize accordingly. R2i clients include Microsoft, Time Warner, RoseNYC, and Zurich, as well as regional firms | Logi XML, Parature, and Medifast.

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