

Take Flight in ABWA!

APPLIED LOGIX TO MARKETING: Marketing Solutions that Drive ROI



KEYNOTE: **Tracie Welch Brenton, Marketing Logix**

WEDNESDAY, April 11th, 2018

HYATT REGENCY DOWNTOWN

1200 LOUISIANA STREET | HOUSTON, TX

\$40 INCLUDES A LIGHT DINNER –

Register EARLY & SAVE \$10 [Reserve spot now](#)

NETWORKING: 5:30 – 6:00pm

MEETING / PRESENTATION:
6:00 – 7:30pm

The mission of the American Business Women's Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support, and national recognition.

*Changing Women's Lives...
One Woman at a Time.*

For more information about the *Energy Express Network*, contact us at programming@abwaenergyexpress.org or visit our website at www.abwaenergyexpress.org.

**WOMEN OF TODAY
EXPRESS NETWORK**

ABWA
Express
Network
American Business Women's Association

Entrepreneurs are faced with the challenges of knowing sales and marketing are essential to growing their business, but with so many sales and marketing channels available, how do you know where to spend your time and money to receive a return on your investments?

Join the Energy Express Network on **Wednesday, April 11th**, for networking followed by dinner and a presentation by special guest, **Tracie Welch Brenton, Marketing Logix**. In this interactive session, Tracie will share her formula for success of **Time + Money = ROI** and will cover:

- *How to identify your target audience*
- *How to determine the most effective sales and marketing channels for growing revenue*
- *How to utilize marketing leads and analytics to drive sales growth*

Tracie Welch Brenton is the owner of Marketing Logix, a digital agency dedicated to providing leading-edge, integrated B2B marketing programs with a sales integration strategy to drive ROI from marketing programs. She also serves as Mod 6 Faculty covering Sales and Marketing for the Goldman Sachs 10,000 Small Business Program in Houston. Prior to starting her agency, Tracie served as the Sales and Marketing Director for Houston Business Journal, part of American City Business Journals, for 18 years.

Tracie is currently Immediate Past-President and CMO Lead of the American Marketing Assoc. Houston Chapter. During her term as president, the chapter was recognized as Chapter of the Year Nationally.