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FOR IMMEDIATE RELEASE

Jennifer Beever is Marketing Chair Confab Conference for Consultants

Los Angeles, California — July 1, 2010 — For the third year, Jennifer Beever is the Marketing Chair of the Institute of Management Consultants' Confab conference for consultants by consultants. The [2010 Confab Conference](#) will take place in Reno, Nevada on October 23-25, 2010. The theme of the conference is "Build Your Business" and kick-off with the keynote presentation, "[Using Blue Ocean Strategy to Improve Your Business](#)," in which consultants will learn how to implement the renowned Blue Ocean Strategy to innovate, cut costs and grow.

"I'm really excited about Confab 2010 – I think our program emphasis on how to market and sell is just what consultants need this year. And I'm excited about having an opportunity to make a difference by bringing my online marketing expertise to the Confab Conference," said CMO for Hire Jennifer Beever. "This conference has been running successfully for over 30 years, and with that it's easy to say 'We've always marketed this way!' and not make changes. But, a big part of my marketing consulting practice at New Incite is inciting positive change for my clients." With Jennifer's guidance, Confab has an aggressive, written marketing plan, saves money by putting previously-printed materials online and creates more awareness of the conference by implementing marketing best practices with its web site, search engine optimization and social media marketing including blogging, online press release distribution, Facebook and Twitter.

[New Incite](#) is a marketing consultancy that offers B2B marketing analysis and planning, implementation of marketing plans and analysis of results for businesses. It was founded by Jennifer Beever in 1997 in Woodland Hills, California and serves clients in the Greater Los Angeles area as well as worldwide. New Incite works cross industry, with a particular focus on technology, manufacturing and green companies. For more information about Jennifer Beever, New Incite or its outsource CMO for Hire services, visit www.newincite.com or contact Jennifer Beever by [email](#) or by calling 818-347-4248.

The Institute of Management Consultants USA (IMC USA) is a nonprofit organization based in Washington, DC. IMC was founded in 1968 in New York, serves as the premier professional association and certifying body for management consultants in the US. Created in 1968, IMC USA members adhere to a rigorous Code of Ethics, and a commitment to lifelong learning and professional development. IMC USA awards the designation of Certified Management Consultants (CMC) to recognize achievement of an internationally recognized standard of technical competencies and professional conduct.