



ClearEdge President Selected to Lead Marketing Roundtable at 2008 Staffing Industry Executive Forum

Gain access to the staffing industry's top thinkers, leaders and innovators at the 2008 Staffing Industry Executive Forum March 5-7 at The Loews in Lake Las Vegas, Nevada. The event is the most prominent annual meeting for CEOs, owners and senior level executives from all sectors and segments of the staffing industry. Participants are typically comprised of over 55% CEOs/owners and 90% VPs and above.

Based on several years of experience successfully marketing in the staffing industry, ClearEdge President and Founder Leslie Vickrey was invited to host a roundtable discussion at the forum—The Marketing of IT Professional Services: What Works, What Doesn't. Vickrey will lead participants in exploring ways to implement marketing strategies that will increase leads, expand the brand and bolster sales. Attendees will share ways to stay top-of-mind with key decision makers, techniques for increasing qualified sales leads, such as target account programs, as well as ideas for how to help sales better leverage marketing tools and resources.

The discussion will take place on Thursday, March 6th from 2:15 to 3:45 p.m. For more information, please visit www.staffingindustry.com or contact Sarah Guild at sguild@clearedgemarketing.com.