



2009 Digital Hub Non-Conference: September 24 - 25, 2009

Cincinnati's Second Annual Digital Hub Non-Conference promises to be a much bigger player than last year in promoting the Southwest Ohio/Northern Kentucky region as the Digital Hub it is – the Hub of “All Things Digital” in advertising, design, marketing, communications and public relations. This year, instead of a single group, the event will be embraced by numerous local professional groups, all with interest in the same Big Idea.

Organizing Partners for the **2009 Digital Hub Non-Conference** are **ADCLUB Cincinnati** – 105-year-old affiliate of the American Advertising Federation (AAF) and the Cincinnati Chapter of the **American Marketing Association (AMA)**. Other organizations that have committed their support include the Cincinnati Chapter of Public Relations Society of America (PRSA), the Digital Signage Association, Cincinnati Social Media, the Cincinnati Chapter of American Institute of Graphic Artists (AIGA), The Circuit and The Women's Circuit.

The 2009 Non-Conference will once again be centered at **The Hyatt Regency Cincinnati**, taking registrants to breakouts at nearby pubs, providing action-packed learning and fun from beginning to end. Building on last year's reputation for recruiting top-notch digital luminaries to speak (Benjamin Palmer/The Barbarian Group, Pete Blackshaw/Nielsen Online, Ted McConnell/P&G, Bob Gilbreath/Bridge Worldwide, Adam Symson /E.W. Scripps, Daphne Kwan/ExpoTV), this year's event will focus on the area's growing reputation as the best of the best when it comes to All Things Digital.

The 2009 event will provide even greater opportunities for top digital talent to learn, discuss, network, and share ideas on the future of All Things Digital. With the digital crème de la crème already pursuing Non-Conference planners for speaking opportunities, the event promises to grow in attendance and in the powerful media coverage that helped to make last year's event more far reaching than ever anticipated.

Along with programs by proven top talent, the 2009 Digital Hub Non-Conference has expanded its reach on area campuses, drawing students from every college and university in the tri-state – where new and improved digital programs have emerged, adding to Greater Cincinnati's increasingly impressive digital footprint. And of course, the 2009 event will continue to harness the power of young professional organizations including the Cincinnati USA Regional Chamber's “HYPE” (Harnessing Young Professional Energy) movement and the phenomenal Agenda 360 Project.

Providing a little added enticement, the September 24-25 dates put the 2009 Digital Non-Conference in line with the timing of **CityBeat's MidPoint Music Festival (MPMF)**. That means not only expanded Non-Conference breakout venues, but also the chance for Digital Non-Conference attendees to have an unprecedented menu of evening entertainment options. That means cross-promoting events as it makes sense to create an even greater buzz about our region as the hub for All Things Digital.

The 2009 Digital Hub Non-Conference is now reaching out to sponsors – local, regional, and national – who embrace the Big Idea and are ready to join in the excitement of this history-making, second annual “All Things Digital” event.