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## Press Release

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### **Internet Marketing and Management Group, LLC, of Coral Springs, Florida Attends FAHPERDS Conference in Orlando**

Internet Marketing and Management Group's client, FAHPERDS, held its 59<sup>th</sup> annual conference in Orlando. IMMIG founder Wayne Marnell attended the conference to gain deeper insight into the client's needs.

Internet Marketing and Management Group (IMMG)'s Wayne Marnell was one of more than 1,200 attendees of the 59<sup>th</sup> annual FAHPERDS (Florida Alliance for Health, Physical Education, Recreation, Dance & Sport) conference, which was held October 2-4, 2008 in Orlando, Florida. The conference, held at the Caribe Royale Resort and Conference Center, attracted health, physical education, recreation, dance, and sports educators from across the state of Florida. Mr. Marnell wanted to understand how the educators interacted and gained value from the conference so that he can help FAHPERDS implement its marketing strategies for the 2009 conference.

"Attending the conference and seeing this event in person can greatly aid in understanding the marketing and management efforts that FAHPERDS will require throughout the year," said Wayne Marnell. "This will set the tone and agenda for much of the marketing plan." He was impressed with the management execution of the conference and believes that careful planning and early marketing will yield results that will exceed expectations for the 2009 conference.

The key will be to engage potential exhibitors throughout the year with campaigns that compel them to make an early commitment. The economic outlook for 2009 indicates that it may be a challenge to attract participants to multi-day conferences, so careful planning is crucial.

"FAHPERDS puts on a fabulous three-day program filled with workshops and seminars that instruct, inform and entertain. This organization really knows what it is doing and what it wants, so we intend to help it achieve continued success," concluded the IMMIG founder and COO.

Internet Marketing and Management Group (IMMG) builds more than websites, they build business. IMMG is a web-centered, integrated marketing and management solution that provides lasting impressions that are captivating, inspiring, and emotionally powerful. Internet Marketing and Management Group empowers companies with technology, design, ideas, and professional marketing and management services, all designed to dominate the competition. Websites, SEO, organic search, PPC, marketing campaigns, public relations, managed ROI, and web-based and traditional media are some of what IMMG offers.

IMMG serves clients across the USA, specifically in the Broward County cities of Coral Springs, Fort Lauderdale, and Parkland, Florida. IMMG also serves the Palm Beach County cities of Boca Raton, Boynton Beach and Wellington, Florida, Freehold and Monmouth County, NJ; Manhattan and Nassau County, New York; Boston, MA; Stamford and Bridgeport, CT; St. Louis, MO; SC; NC; and Los Angeles, CA. IMMG has Team Members throughout the USA who ensure client satisfaction in marketing campaigns, managed ROI, websites, SEO, PPC, organic search, and web-based and traditional media. The Team Members are located in Washington, Oregon, Texas, New Mexico, Coral Springs and Parkland, Florida, Monmouth County New Jersey, Boston MA, South Carolina, North Carolina, Hawaii and Los Angeles, California. IMMG is one of the most complete integrated marketing and management providers for websites, SEO, organic search, PPC, marketing campaigns, public relations, managed ROI, and web-based and traditional media.

Call 1-888-WebIMMG (932-4664) or visit [www.WebIMMG.com](http://www.WebIMMG.com) for more information about IMMG's services and to learn how Internet Marketing and Management Group ([www.WebIMMG.com](http://www.WebIMMG.com)) can create a program tailored for your company or organization.

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