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Maricich to Present at Upcoming American Marketing Association Event
Agency CEO to Share his Expertise on Building, Creating and Promoting Healthcare Brands

Irvine, CA, June 14, 2011—Mark Maricich, CEO of Maricich Brand Communications, will be offering his knowledge on “Building, Creating and Promoting Healthcare Brands” at the next Signature Speaker Series event hosted by the Orange County Chapter of the American Marketing Association (OCAMA). The event will take place on June 23 at Brandman University from 7 to 8 p.m.

The presentation will cover the steps, obstacles and solutions related to strategic planning, creative development and tactical promotion for health and lifesaving brands—those that play an important role in saving lives or restoring the quality of health. Examples and case studies will include those for hospitals, health plans, medical device and pharmaceuticals, in addition to other related products, programs and services.

Topics covered in Mark’s presentation will include:

- The importance of building and maintaining a strong position and presence
- The difference in promoting healthcare brands versus general consumer brands
- Steps toward building the strategic foundation of the brand
- Developing the ultimate tactical marketing communications plan for reaching optimal audiences
- The creative process, and uncovering the "ah-ha" idea

“I’m excited to be selected as the featured speaker at this month’s Speaker Series event. After 20+ years in the healthcare marketing communications industry, I’m looking forward to sharing my insights and experiences for those involved in promoting and building their brands,” said Mark.

To register for the event, please visit <http://orangecountyama.org>. To learn more about Maricich Brand Communications, please visit www.maricich.com.

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About Maricich Brand Communications

Maricich is a strategic and creative brand development and marketing communications agency that specializes in promoting health and lifesaving brands—those that play an important role in saving lives or restoring quality of life. This includes launching new products and programs in healthcare, medical, pharmaceutical and safety categories, based upon a unique insight of how consumers, professionals, and communities make health and safety decisions. Founded in 1986, Maricich is headquartered in Irvine, California, has 49 affiliate offices worldwide through its membership in the Transworld Advertising Agency Network (TAAN), and is recognized among the leading independent healthcare agencies in the U.S. Detailed information on the company can be found at www.maricich.com.