



## XYZ: Marketing Across Generations

Baby Boomers. Generation X. Millennials. Those groups span over 50 years of powerful life experiences. Their perspectives on everything from pop culture to politics vary from A to Z. Understanding that we are products of our generations is the key to leveraging the generation gap from Boomers to Millennials.

Come join us to clarify the alphabet soup of generational marketing.

BMA YP presents Andrew Benka, Director of Market Outreach for Harley-Davidson Motor Company, as he discusses how to communicate effectively across generations, how to train and retain "our" generation in the workplace as the Boomers begin to retire, and how to target sales and marketing messages to the Gen X and Millennial demographics.

5 – 6:15 p.m.: Check -In, Networking & Happy Hour  
6:15 – 7:15 p.m.: XYZ: Marketing Across Generations presentation  
7:15 – 8 p.m.: Questions & Networking

BMA YP is a networking group setup to bring together young marketing professionals currently working in B2B Marketing (topics are geared toward young professionals between 21-30 years old.)

**WHEN** Thursday, January 31, 2008 5:00 PM - 8:00 PM  
Central Time Zone

**WHERE** Mikey's Skylight Room  
811 North Jefferson St.  
at Cathedral Square  
Milwaukee, WI

**FEE** **Event Registration**


BMA Member rate (memberships are per individual)	\$10.00
Nonmember rate	\$15.00

[View Event Summary](#)

**RSVP** Tuesday, January 29, 2008

Please respond by clicking one of the buttons below

*Yes No*



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