



PRESS RELEASE
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Speaker Series– Marketing to the Metro Renter

Arlington, VA - Leadership Arlington is offering a Speaker Series panel discussion, "Marketing to the Metro Renter," on Wednesday, February 27, 2013 from 11:30am until 1:30pm at WETA (2775 S. Quincy Street, Arlington, VA 22206).

They're young, smart and have money to spend. Where are Metro Renters in your marketing plan?

Metro Renters are a marketing sweet spot - highly educated, young professionals (ages 21-34) at the beginning of their professional careers. In Arlington County, Metro Renters represent 38 percent of the population - a number that continues to grow. Does your marketing plan reflect the impact their needs, wants and spending dollars have on our community?

Barbara Donnellan, Arlington County Manager, recognizes the importance of Metro Renters as "the young men and women who could be the future executives and managers [of our community]." Join this Speaker Series session to learn what Metro Renters are looking for, how to reach them and marketing tips to convince them to spend their money with you.

Focus areas of "Marketing to the Metro Renter" include understanding the wants and desires of the Metro Renter, reaching this market effectively and adjusting your current practices to take advantage of this growing market segment.

Nate Robertson, IT Support Manager for CADD Microsystems and graduate of Leadership Arlington's Young Professionals Program Class of 2011, will serve as moderator. Panelists include Lyles Carr, Senior Vice President for The McCormick Group, Alexander Iams, Commercial Development Specialist for Arlington Economic Development, and Matt Walker, Creative Director for White + Partners.

Cost is \$40 for members of Leadership Arlington and \$50 for the general public. Lunch and materials are included. Visit www.leadershiparlington.org to register.

About Leadership Arlington

The mission of Leadership Arlington is to enlighten, inspire and connect leaders to strengthen the community. The vision of Leadership Arlington is a prepared, inspired and inclusive leadership who together embrace responsibility for the common good. For more information, visit www.leadershiparlington.org or call 703-528-2522.

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