

Press Release: Learn Word of Mouth, Viral, Buzz, and Blog Marketing: WOMMA Presents Jones Soda, David Weinberger, and Chip Heath at Premier Word of Mouth Marketing Event

Chicago, 3-7-2007 -- The Word of Mouth Marketing Association (WOMMA) today announced that Peter van Stolk, founder and CEO of Jones Soda, and blogger David Weinberger, co-author of the best-selling "The Cluetrain Manifesto: The End of Business as Usual," will join Chip Heath, co-author of "Made To Stick: Why Some Ideas Survive and Others Die," as keynotes at its Word of Mouth Basic Training conference April 17-18 in New Orleans.

Heath, van Stolk, and Weinberger are among more than 50 word of mouth marketing experts scheduled to speak at the conference, which offers a complete "how-to" course in word of mouth, viral, buzz, and blog marketing.

"These three gentlemen are real innovators in their field," said WOMMA Executive Director Susan Tibbitts. "More and more people are discovering word of mouth marketing every day; they discovered it years ago."

A professor at Stanford University's Graduate School of Business, Heath is the best-selling co-author of "Made to Stick: Why Some Ideas Survive and Others Die." On day one of the conference he'll tell a crowd of approximately 600 of the industry's leading word of mouth marketers why "naturally sticky" ideas -- ranging from urban legends to "Chicken Soup for the Soul" stories to business strategy myths -- survive in the social marketplace.

Following Heath on day two of the conference will be Weinberger, a revered blogger, writer, and Harvard research fellow; and van Stolk, a former ski instructor turned marketing innovator who used word of mouth to turn his company, Jones Soda, into an entrepreneurial success story.



In addition to Heath, van Stolk, and Weinberger, WOMMA's Word of Mouth Basic Training conference will feature more than 16 hands-on how-to lessons and more than 20 word of mouth case studies.

Confirmed presentations include marketing lessons from Coca-Cola, Cold Stone Creamery, General Mills, Intuit, Nintendo, O Magazine, Tabasco, Yahoo!, and more.

For more information on WOMMA's Word of Mouth Basic Training conference, visit <http://www.womma.org/wombat3>.

About WOMMA

WOMMA is the official trade association for the word of mouth marketing industry. Our more than 350 corporate members are committed to building a prosperous word of mouth marketing profession based on best practices, measurable ROI, and ethical leadership. Learn more about us at www.womma.org.

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