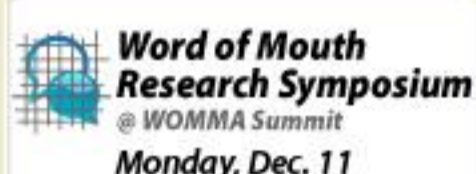


Home

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PEOPLE LOVE WOMMA EVENTS

"This was by far the best conference I have attended in recent years."
— Esmee Williams, Allrecipes.com

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WOMMA's second annual Word of Mouth Marketing Summit was held Dec. 12-13, 2006, in Washington, D.C. It was WOMMA's largest and most successful event to date! Nearly 500 attendees saw more than 70 expert speakers on more than 40 word of mouth marketing panels. It was intense, informative, and tons of fun.

The site is still open: [Download speaker presentations](#), [order audio recordings](#), view a photo gallery, and much more.

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Event Wrap-Up

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The Complete Word of Mouth Marketing Conference

- Lessons from 70+ experts
- Big questions, important issues and straight answers
- Practical "how-to" instructions
- Everyone you need to know

Word of mouth is happening **TO** you.
Do you know how to make it work **FOR** you?

SIGN UP HERE!

Insights from...



AOL's Ted Leonsis
who helped transform AOL into a member-driven company

NEW!



Mentos' Pete Healy
who helped the Mentos/Diet Coke video hit go viral



World Rock Paper Scissors Society's Douglas Walker
who will host a special Rock Paper Scissors Networking Event

Plus, 6 Reasons to Register Today -- Before It's Too Late!

Free Books



Summit attendees will receive complimentary copies of:
• Greg Stielstra's "PyroMarketing,"
• Debbie Weil's "The Corporate Blogging Book,"
• Bryan and Jeffrey Eisenberg's "Waiting for Your Cat to Bark?"

Free CD of Conference Audio

Miss a speaker or want to review a particular presentation? Don't worry. Following the conference, every attendee will receive a free CD with recordings of our entire event.

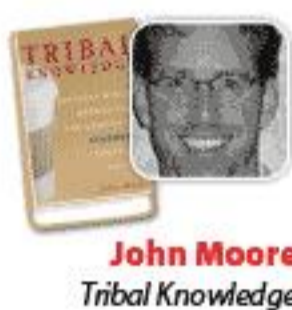
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Small-Group Lunches with 8 Famous Authors

Eat, chat, and learn with the people who literally wrote the book on word of mouth.



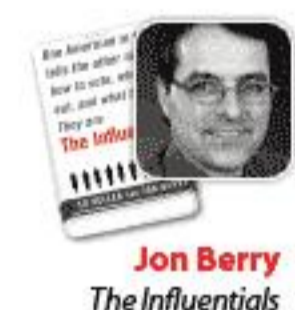
Jackie Huba
Citizen Marketers



John Moore
Tribal Knowledge



Debbie Weil
The Corporate Blogging Book



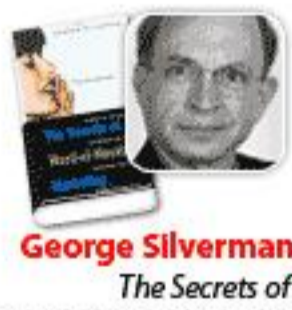
Jon Berry
The Influentials



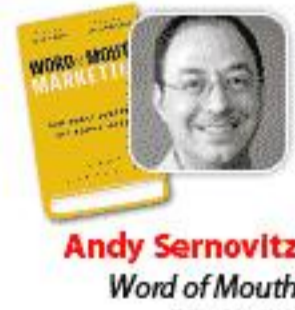
Rex Briggs
What Sticks



Greg Stielstra
PyroMarketing



George Silverman
The Secrets of Word-of-Mouth Marketing



Andy Sernovitz
Word of Mouth Marketing

Fantastic French Feast



Eat, bond, and network with your fellow attendees at one of WOMMA's legendary dinners. We've taken over Philippe Lajaunie's world-renowned French restaurant, **Brasserie Les Halles**, for this must-attend event. This is where Congress comes to dine, and the staff is rolling out its red carpet for WOMMA. Dinner is free with conference registration.

Intense Networking



Guaranteed real, deep interaction with fellow attendees via **small, hands-on group sessions**. No aloof speakers to walk out the door -- we're all here to learn together.

70+ Expert Speakers

There have never been more word of mouth marketing experts in one place. Ever. Everyone you need to know will be here.

SIGN UP HERE!

Virtual Press Room Announced

If you're planning a big word of mouth announcement -- new research, a noteworthy campaign, or a fresh commitment to word of mouth ethics -- let the cat out of the bag at our Word of Mouth Marketing Summit & Research Symposium, Dec. 11-13 in Washington, D.C.

[Learn more](#)

Video Buzz

WOMMA conferences aren't just events, they're experiences. Hear -- and see! -- why people love WOMMA events by watching amazing video testimonials from past attendees.

[Learn more](#)

Event Highlights

1. Big-Name Keynotes
2. Brands-only Breakfast
3. Small-Group Lunch with Famous Authors
4. Fantastic Dinner Banquet
5. Innovative YouSessions
6. Small-Group Networking and Learning
7. Brands Roundtable

Speakers Updates

- Perry Allison, VP, Strategic Accounts, Alloy Media & Marketing
- Laurent Florés, Chief Executive Officer, crmmatrix
- Inus Hwang, CEO, Advantage Marketing Lab
- Axel Maier, Head of Business, Emergence Agentur fuer Oeffentlichkeitsarbeit
- Randy Melcher, VP, Sales, eCRUSH

Conference Updates

- Summit Announcement: Brands-Only Roundtable
- Announcing: YouSessions
- 5 Exciting New Authors Added!