



**SPECIAL  
INTEREST  
GROUP  
ACTIVITIES  
AT THE  
WORLD  
CONFERENCE**

**MARKETING STRATEGIES FOR  
CONTINUING ENGINEERING  
EDUCATION ACTIVITIES**

*Any day, All day, At the IACEE Booth*  
**JOIN THE GROUP AND PARTICIPATE**

*Tuesday, 24 June 2014, 1:00-5:00 p.m.*

**WORKSHOP**

eMarketing Through Social Media and Online Tools

*Friday, 27 June 2014, 1:00 p.m.*

An invited presentation on an integrative, "all channel" marketing approach for CEE units