



hare communications **LET'S GET REAL**

JamisonMoneyFarmer  
**INTERNATIONAL SUMMIT CAMPAIGN**

## **BACKGROUND**

In April, 2017, CPA firm JamisonMoneyFarmer hosted the 5<sup>th</sup> Annual US German Summit at its Tuscaloosa headquarters. Hare Communications produced the related campaign — which was designed primarily to support the event, while subtly promoting JMF's brand to attendees (fellow-members of an international CPA-firm strategic partner network).

The event's existing logo (which incorporated design elements similar to JamisonMoneyFarmer's own logo) presented us with the perfect opportunity to accomplish both objectives. The agency also introduced the first themeline in the event's history.

## **SUMMIT THEMELINE**

**Business Without Borders**

**LOGO** (update of existing design)



US/GERMAN  
SUMMIT

TUSCALOOSA

BUSINESS WITHOUT BORDERS

## EMAIL INVITATION



US/GERMAN  
SUMMIT  
2017 TUSCALOOSA

PLEASE JOIN US FOR THE

# BUSINESS WITHOUT BORDERS RECEPTION

CELEBRATING BUSINESS LEADERS  
who work with multinational companies

MONDAY, MAY 1  
5:30 – 8:30

WITH A BRIEF WELCOME BY:  
HONORABLE MAYOR  
WALT MADDOX AT 6:00

## TUSCALOOSA RIVER MARKET

1900 JACK WARNER PKWY / TUSCALOOSA, AL 35401  
[tuscaloosarivermarket.com](http://tuscaloosarivermarket.com)

**COCKTAILS & HEAVY HORS D'OEUVRES**

**RSVP**

NATALIE REMINE – [nremine@jmf.com](mailto:nremine@jmf.com)

JMF

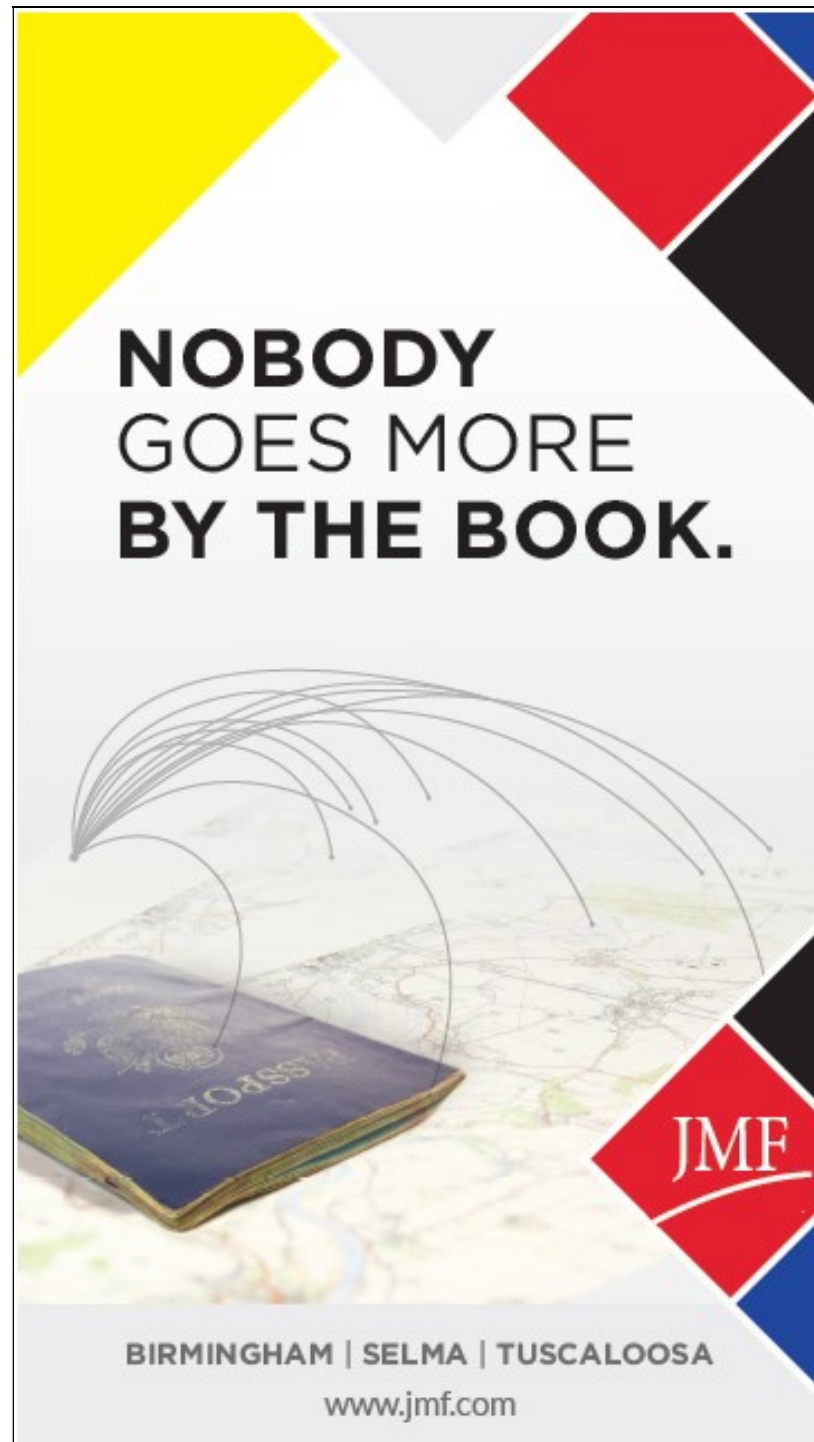
**HOSTED BY:**  
JamisonMoneyFarmer

(205) 345-8440  
✉ [nremine@jmf.com](mailto:nremine@jmf.com)  
🌐 [www.jmf.com](http://www.jmf.com)

## EVENT POSTER 1



**EVENT POSTER 2** (based on ad produced by the agency)





# PROGRAM



## PRELIMINARY AGENDA

For those of you arriving on **Saturday, April 29** who would like to meet for dinner, we will meet in the **Embassy Suites lobby at 6:30 pm.**

### SUNDAY 30, APRIL 2017

11:00 – 12:30	<b>BRUNCH</b> AT SIDE BY SIDE RESTAURANT (IN EMBASSY SUITES HOTEL)
12:45	<b>BUS PICK-UP</b> FOR TOUR
13:00 – 15:00	<b>TOUR OF UNIVERSITY OF ALABAMA CAMPUS AND UA ATHLETIC FACILITIES</b>
15:00 – 17:00	<b>FREE TIME</b>
17:00 – 20:00	<b>LOW COUNTRY BOIL</b> AT BAND OF BROTHERS BREWERY WITH <b>THE SWEET SOUNDS OF ANGELA</b> AND <b>THE ABLE BROTHERS</b> (CHARTERED BUS TO AND FROM BOB)

/ ALL TIMES SHOWN AS US CENTRAL /

### MONDAY 1, MAY 2017

8:15 – 8:30	<b>BUS DEPARTS AT 8:30 FOR MBUSI</b>
9:00 – 10:15	<b>MERCEDES PLANT TOUR</b>
10:30	<b>BUS RETURNS FROM MBUSI</b>
11:00 – 11:45	<b>LUNCH AT JamisonMoneyFarmer OFFICE</b>
11:45 – 12:15	<b>MUELLER PRESENTATION</b>
12:15 – 12:30	<b>INTRODUCTION OF NEW US FIRM: VONLEHMAN</b>
12:30 – 13:20	<b>MONEY LAUNDERING, FATCA, Fraud &amp; Bank Regulations between US &amp; Germany</b>
13:20 – 13:45	<b>BREAK</b>
13:45 – 14:30	<b>NEW LAWS &amp; CHANGES to BEPS and Transfer Pricing</b>
14:30 – 15:15	<b>THE TRUMP PRESIDENCY: Separating Fact from Fiction (#AlternativeFacts)</b>
15:15 – 16:15	<b>ASK THE ECONOMIC DEVELOPER: Taking a Transatlantic Project from Prospecting to Ground Breaking</b>
16:15 – 17:30	<b>BREAK (PRIOR TO EVENT)</b>
17:30 – 20:30	<b>BUSINESS WITHOUT BORDERS RECEPTION AT THE TUSCALOOSA FARMER'S MARKET</b>

JamisonMoneyFarmer Office:  
2200 Jack Warner Parkway, Suite 300

### TUESDAY 2, MAY 2017

9:00 – 10:00	<b>GROUP DISCUSSION: Better collaboration &amp; opportunities to leverage relationships with joint conferences and speaking engagements (LED BY PERRY BARNETT)</b>
10:00 – 10:50	<b>MISTAKES FOREIGN DIRECT INVESTORS MAKE IN THE US &amp; GERMANY</b>
11:00 – 12:00	<b>EMPLOYEE EXCHANGE Wins, Losses, and Next Steps</b>
12:00 – 12:45	<b>LUNCH</b>
12:45 – 13:45	<b>GROUP DISCUSSION: The future of the US German Alliance</b>
14:30 – 15:00	<b>NEXT SUMMIT DESTINATION DISCUSSION &amp; CLOSING REMARKS</b>
19:00	<b>DOORS OPEN FOR TESLA, POISON, AND DEF LEPPARD AT THE TUSCALOOSA AMPHITHEATER</b>

**SLIDE SHOW** (featuring candid images from past events)



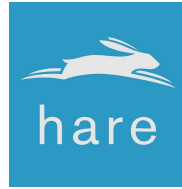
BUSINESS WITHOUT BORDERS

**MEET AND GREET / STUTT GART 2014**



## HOTEL-ROOM DOOR HANGER





Branding | Website Development | Interactive Strategies & Digital Marketing  
Social Media & Content Marketing | Media Relations & PR

## **CONTACT**

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