

9TH ANNUAL  
**M2W**<sup>®</sup> | **MARKETING TO  
WOMEN**  
CONFERENCE  
APRIL 15 - 17, 2013 • CHICAGO • [www.M2W.biz](http://www.M2W.biz)

M2W<sup>®</sup> is part of Women Mean Business!<sup>™</sup> Week

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**Whitaker International Method Shows New Insight into Women's Lifestyles in a Global Economy  
at 9<sup>th</sup> Annual M2W<sup>®</sup> – The Marketing to Women Conference**

Chicago, IL – Feb. 6, 2013 – “Statistics and demographics, alone, do not tell us about women’s style preferences,” according to Fatima Whitaker, President and Founder, Whitaker International. “We’ve developed a unique methodology and approach to conventional marketing to help brand marketers better communicate with women everywhere. Our method has evolved beyond the stats to a total new vision of defining consumers by style rather than fashion, age and income which we’ll demonstrate in our session at the 9th Annual M2W<sup>®</sup> – The Marketing to Women Conference, April 15 - 17, 2013, Chicago Cultural Center.”

“In our presentation we’ll introduce the most important global lifestyle segments and how to anticipate women’s needs and aspirations accordingly,” stated Whitaker, who will be accompanied in the presentation by Inge Lehmann, Partner, Whitaker International. “We’ll show how to create and develop products and concepts specifically targeting women’s lifestyles, values, behaviors and choices.”

“Women today are faced with an unprecedented breadth of choices ranging from how they want to live their lives to the products that they want to purchase,” Whitaker explained. “Our presentation will be packed with practical ideas generated by our methodology to help brands improve their marketing to women and keep up with the evolution of women’s lifestyles in a global economy.”

**About M2W<sup>®</sup>:**

M2W<sup>®</sup>, part of Women Mean Business!<sup>™</sup> Week, is the world’s premier conference on marketing to women. Since its founding in 2005, the event has been attended by thousands of senior-level brand managers and marketing executives from Fortune 500 companies representing major consumer product and service categories, including financial services, healthcare, automotive, housing, pharmaceutical, F&B, electronics, travel, retail, fashion, HBA, etc.

The M2W<sup>®</sup> program features keynotes, general sessions, workshops, receptions and special events. Highlights include case studies and how-to sessions on topics such as media, creative, research, packaging, purchasing habits and point-of-sale interaction.

Sponsors for the 2013 conference include Associate Sponsors: GfK, Linkage Research, Conill Associates, Willoughby Design, Whitaker International, House Party and Anthem!; Workshop Sponsors: Iron Girl, The Pert Group, TRIS3CT and Insights in Marketing; and Showcase Sponsors: Liefscript, Female Factor, Snippies and Carolina Pad.

For complete conference information visit: [www.m2w.biz](http://www.m2w.biz) or call 860.724.2649 x14. M2W<sup>®</sup> is produced by PME<sup>®</sup> Enterprises LLC, 912 Silas Deane Highway, Suite 101, Wethersfield, CT 06109.

**About PME<sup>®</sup> Enterprises, LLC:**

PME<sup>®</sup> is a sales and marketing agency with a special emphasis on events. PME<sup>®</sup> offers a background including over 30 years of both trade and consumer event development and production. PME<sup>®</sup>'s specific skills include: advertising, conference, exhibit and sponsorship sales; content development and consultation for meeting programs; sales consultation; custom events and meetings, event marketing and promotion; event production and management.