

**News Release**

FOR IMMEDIATE RELEASE



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**Debbie Nelson Attends the American Association of Advertising Agencies' Professional Development Seminar in Winston-Salem, North Carolina**

**Greenville, S.C.** (October 27, 2009) – DNA Creative Communications' Principal, Debbie Nelson, recently attended the American Association of Advertising Agencies' (AAAA) Professional Development Seminar held at Wake Forest University in Winston-Salem, North Carolina. This seminar entitled, "Agency 2.5: How Agencies are Transforming for the Future," explored the necessary changes agency professionals must make in order to deliver solutions to clients in the new digital and economically-challenged marketing environment.

Workshop participants were able to discuss traditional agency functions and determine which aspects need to be reworked reinvented and which need to be relinquished. Topics discussed included social media, analytics, user experience and reputation management. This seminar provided a great opportunity for agency professionals of all levels in all disciplines to exchange thoughts and advice regarding the changing world of advertising.

**DNA Creative Communications**

DNA specializes in advertising, branding, e-communications, public relations and special events services. Areas of expertise include government agencies, educational and financial institutions, medical practices, homebuilders, and nonprofits. An active Greenville community member, DNA is the proud recipient of the Greenville Chamber's 2005 Small Business of the Year Award. For more information, please call 864-235-0959 or visit [www.dnacc.com](http://www.dnacc.com).

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