

# Do QR codes and Microsoft Tags puzzle you? Get the full story on 2D barcodes with CCA's February webinar.

**Mobile Marketing with 2D Barcodes – Tuesday, Feb. 28**  
11 a.m. Eastern (10 a.m. Central; 9 a.m. Mountain; 8 a.m. Pacific)  
Registration Deadline: Feb. 21, 2012

*Webinar participants will earn five points in the Technical Communication Knowledge category for MCC designation or renewal.*

**Presenters:** Kelly Mclvor, Principal, Atomic Mobile

A 20-year veteran of mobile marketing, Mclvor has worked with companies like Buy.com, Universal Music, Hallmark and Disney in planning and development. He is currently a principal at mobile strategy firm, Atomic Mobile, and teaches Mobile Media and Integration in the Masters of Communications in Digital Media (MCDM) program at the University of Washington.

## What you'll learn:

2D barcodes such as QR codes and Microsoft Tags have made it easy for organizations to create mobile engagement with their customers and constituents. While creating these barcodes is relatively simple, there are many things to consider before adding them to your marketing and communications efforts. Learn more about these tools, including who scans them, how to create and use them, and what makes them succeed and fail.

Participants will learn:

- ⤴ The state of the mobile barcode – who is scanning?
- ⤴ The types of 2D barcodes and their pros and cons.
- ⤴ How to create and track 2D barcode campaigns.
- ⤴ How variations in design can affect performance.
- ⤴ When 2D barcodes are a good – or bad – idea.

## Who should attend:

This webinar is designed for marketers and communicators who are using or considering using 2D barcodes as a form of mobile engagement.

## Registration:

The deadline to register is **Feb. 21**. Space is limited. To ensure your spot in this webinar, fill out the attached registration form and fax, mail or scan to email with payment to:

**Cooperative Communicators Association**  
174 Crestview Drive, Bellefonte, PA 16823-8516  
Phone: 877-326-5994 Fax: 814-355-2452

Registration forms are also available by visiting CCA's website at [www.communicators.coop](http://www.communicators.coop).

**Confirmation:** Registrants will be notified on how to participate in a follow-up e-mail.

You have been included in this message because of your interest in Cooperative Communicators. If you wish to unsubscribe, [click here](#). This e-mail was sent by the Cooperative Communicators Association, 174 Crestview Drive, Bellefonte, PA 16823.

# CCA Mobile Marketing with 2D Barcodes Webinar Registration

## Mobile Marketing with 2D Barcodes

Tuesday, Feb. 28, 2012

11 a.m. to noon EST

(10 a.m. Central, 9 a.m. Mountain, 8 a.m. Pacific)

**Yes**, I am registering for Mobile Marketing with 2D Barcodes

**REGISTRATION DEADLINE Feb. 21, 2012**

### Fees for one participant, single line:

CCA member at \$50 \$ \_\_\_\_\_

Non-member at \$75 \$ \_\_\_\_\_

### Fees for two or more participants, single line:

CCA member at \$100 \$ \_\_\_\_\_

Non-member at \$150 \$ \_\_\_\_\_

Total amount of payment \$ \_\_\_\_\_

Please email me a receipt for my records

CCA's Federal ID #: 23-7248450

NO REFUNDS will be made for cancellations after the registration deadline.

Details about CCA membership and an application available at [www.communicators.coop](http://www.communicators.coop)

### Credit Card information:

(We accept only):  VISA  MasterCard

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Name on card (Please print)

\_\_\_\_\_  
Account number

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Exp. date

\_\_\_\_\_  
Signature



cooperative  
communicators  
association

## Information for Registrant

\_\_\_\_\_  
Name

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Title or position

\_\_\_\_\_  
Business name

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Mailing address

\_\_\_\_\_  
City State Zip

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Daytime phone

\_\_\_\_\_  
Daytime fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Web address

*(confirmations will only be sent by email)*

**To mail payment: send completed registration form with check or money order payable to CCA:**

CCA Registration Office  
174 Crestview Drive  
Bellefonte, PA 16823

**Registration form and credit card payment can also be faxed to:  
814-355-2452**

**OR scan and email to:  
CCA@communicators.coop**

Phone: 877-326-5994