

## AMA South Florida celebrates new brand identity at relaunch event English ▾

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**American Marketing Association** → (<http://www.prnewswire.com/news/american-marketing-association>)

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MIAMI, Nov. 14, 2016 /PRNewswire-USNewswire/ -- The AMA South Florida (AMA SOFL) revealed its new brand identity during its relaunch event that took place October 27th at the Beacon Council. Guest speakers included Susan Green, CMO of The Beacon Council, Russ Klein, CEO of the American Marketing Association and Carlo Palazzese President of the AMA South Florida chapter.

The invitation-only event counted with the attendance of over 60 marketing champions and the support of WebbMason, Bacardi and the Beacon Council as sponsors. Programming included a session on why it makes sense to bring your business to Miami from an economic standpoint:

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*"The Beacon Council continues to advance community's objectives through a carefully planned action-oriented agenda developed in collaboration with Miami-Dade government, education, business and civic leaders. We are so happy to collaborate with AMA South Florida and help them on growing their affiliate pool and finding ways to promote business collaboration," said Susan Greene*

**Mr. Russ Klein said that:** *"I believe that there are a lot of people who care deeply about what the AMA means to them at the local or chapter level, and who have a lot of ideas on how the AMA can be of greater service to more chapters, more volunteers and, ultimately, more members."*

Finally the president of the AMA South Florida Chapter **Carlo Palazzese** said: "Our new brand identity and logo reflects the trend forwardness of the AMA community which is 30,000+ strong worldwide. We are proud to be one of the first chapters in the country to embrace this new unified brand." 

**The American Marketing Association** is the essential and number one community for marketers and it is divided in different chapters around the country. The AMA South Florida is one of the first chapters to adopt the new brand identity. Learn more about the AMA South Florida and upcoming events at [amasouthflorida.org](http://amasouthflorida.org) (<http://amasouthflorida.org/>). For further questions please contact Pedro Galvan PR and Marketing Director of AMA South Florida Chapter at [pr@amasouthflorida.org](mailto:pr@amasouthflorida.org) (<mailto:pr@amasouthflorida.org>) or 786-202-3326.

#### About AMA South Florida

AMA South Florida is an official professional chapter of the American Marketing Association (AMA). The AMA is the world's largest marketing association, and the most relevant force and voice shaping marketing today. Reaching an estimated 1.3 million marketers globally, the AMA is an essential community for marketers that inspires curiosity, debate and connection

Video - [http://origin-qps.onstreammedia.com/origin/multivu\\_archive/PRNA/ENR/AMA-Debuts-Global-Brand-Identity.mp4](http://origin-qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/AMA-Debuts-Global-Brand-Identity.mp4) ([http://origin-qps.onstreammedia.com/origin/multivu\\_archive/PRNA/ENR/AMA-Debuts-Global-Brand-Identity.mp4](http://origin-qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/AMA-Debuts-Global-Brand-Identity.mp4))

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