



FOR IMMEDIATE RELEASE

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**EUROPEAN-AMERICAN CHAMBER OF COMMERCE
ANNOUNCES GLOBAL BRANDING & CULTURAL
CODING SEMINAR AND YP HAPPY HOUR EVENT**

CINCINNATI, OH – November 13, 2008 – The European-American Chamber of Commerce (EACC) announces its Global Branding & Cultural Coding seminar to be held on Tuesday, December 2, 2008 at CincinnatiUSA Regional Chamber and a Young Professionals Happy Hour to be held on Thursday, December 4, 2008 at Hofbrauhaus.

The first educational session of its kind, the Global Branding & Cultural Coding seminar is being sponsored and hosted by Nick Vehr of Vehr Communications. It will explore how today's "connected" communication differs from culture to culture and how it influences the success or failure of global brands. Information on neuromarketing will be included as well as a panel discussion including the CincinnatiUSA Regional Chamber, Neil Hensley and U.S. Playing Cards, Stephanie Shallcross. The December 2nd event is being held from 4:00 p.m. to 6:30 p.m. at the CincinnatiUSA Regional Chamber, 300 Carew Tower, 441 Vine Street, Cincinnati, 45202. Marketing sponsor is the U.S. Commercial Service of the U.S. Department of Commerce. Ticket prices are \$15 for EACC members and \$25 for non-members. Reservations are available online at www.europe-cincinnati.com or by calling 513-852-6510.

On Thursday, December 4th, the Young Professionals group will be having its last Happy Hour of the year from 5:30 p.m. to 7:30 p.m. at Hofbrauhaus across from Newport on the Levee in Newport, Kentucky. The event, sponsored by Ameriprise Financial, is free with registration or \$10 at the door. Canned good donations will be collected for the FreestoreFoodbank. Anyone donating

canned goods will be eligible to win a prize. Registration is available online at www.europe-cincinnati.com or by calling 513-852-6510.

About The EACC

The European American Chamber of Commerce (EACC) is leading the effort in enhancing business relations & economic development between Europe and companies in the Greater Cincinnati area, through collaboration and education. The EACC, based in Cincinnati, works in partnership with the EACC, Paris, France, and the EACC, New York. EACC member companies represent a wide variety of business categories and include companies with US and European headquarters, and Cincinnati area companies doing business or prospective business in Europe. The EACC includes seven distinct and active committees to serve and provide meaningful outreach to members. For membership or other information, visit www.europe-cincinnati.com.

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