

## Insights in Marketing Wins Best Speaker Award At M2W® — The Marketing to Women Conference

CHICAGO – June 14, 2013 – Tinesha Craig and Chad Hinkle from Insights in Marketing, LLC's *i-on-Women*™ team ([www.insightsinmarketing.com](http://www.insightsinmarketing.com)), won the 2013 best speaker award at the Ninth Annual M2W® – The Marketing to Women Conference.

The M2W® award '[You Take The Cake](#)' is an annual award given to speakers who present the most innovative insight and information on how to improve sales and marketing results with today's women. The winners were chosen by the M2W® audience of esteemed marketers immediately following its annual [conference](#) held in Chicago on April 16 and 17.

"Tinesha and Chad's presentation, '*I Am More Than My Age & Life Stage: Using Psychological Profiling to Better Understand Her*,' showed marketers how a deeper understanding of their female target can lead to more impactful marketing," said Nan McCann, M2W® producer. "The presentation was based on Insights in Marketing's *i-on-Women*™ team research, which went beyond demographics and delved deeply into the psychological and behavioral dimensions of women to determine why and how they make decisions."

[Insights in Marketing's](#) *i-on-Women*™ team's session not only highlighted engaging research, it also conveyed what M2W® is all about and why brand marketers attend the conference. M2W® is known for drawing attendance from a who's who of [Fortune 1000](#) brands, including Harley-Davidson, Sears, Avon, Abbott, Meijer, Allergan, TIAA-CREF, Kimberley-Clark, Kellogg's, Mead Johnson, GM, Allstate, Heinz, BBC, NBA, Procter & Gamble, Wyeth and Coca-Cola.

"Being recognized by the M2W® is a great honor and is really a reflection of the talent, personality and creativity of the people we have working at Insights in Marketing and on the *i-on-Women*™ team," said [Craig](#). "Our team has the unique ability to take confusing information – that's often difficult for brands to translate into readable language – and make it engaging and relevant to their brand."

M2W® is the world's premier conference on marketing to women. Sponsors for the 2013 conference include Associate Sponsors: GfK, Linkage Research, AOL's Daily Finance, Willoughby Design, Whitaker International, Anthem!, Mabel's Labels, Conill, General Growth Properties and House Party; Workshop Sponsors: TRIS3CT, Insights in Marketing, LLC, Iron Girl and The Pert Group; and Showcase Sponsors: Havas Worldwide, Kimpton Hotels and Restaurant Group, PMP, Today's Chicago Woman, MEplusYOU, Female Factor, Healthy Initiatives Foundation, Lifescript, Snippiies, Paramount Market Publishing and Carolina Pad. M2W® is wholly owned, managed and produced by PME® Enterprises, LLC.

For more information about M2W® visit [www.m2w.biz](http://www.m2w.biz) or call 860.724.2649 x11. To learn more about Insights in Marketing and its *i-on-Women*™ team, visit [www.insightsinmarketing.com](http://www.insightsinmarketing.com) or call 847.512.9840.

### About Insights in Marketing, LLC:

Insights in Marketing, LLC (IIM) is a full-service marketing research consultancy dedicated to uncovering and translating consumer insights into clear, actionable direction. IIM's experienced, senior-level consultants leverage creative qualitative and quantitative research techniques to help clients better understand consumers and gain a competitive edge. For more information about IIM, visit the IIM [website](#), [blog](#), [LinkedIn](#), [Facebook](#) page and [Twitter](#) feed.

### About M2W®:

M2W® 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® 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, Willoughby Design, Whitaker International, Anthem!, Mabel's Labels, Conill, General Growth Properties and House Party; Workshop Sponsors: TRIS3CT, Insights in Marketing, LLC, Iron Girl and The Pert Group; and Showcase Sponsors: MEplusYOU, Female Factor, Healthy Initiatives Foundation, Lifescript, Snippiies and Carolina Pad.

### About PME® Enterprises, LLC:

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

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