



# Marine Marketers of America

## -PRESS ANNOUNCEMENT-

### **Luxury Expert Christopher P. Ramey to Keynote Marine Marketers of America FLIBs Luncheon**

September 11, 2019 -- Marine Marketers of America is very pleased to announce its annual membership luncheon October 31 from 11:30 – 1 pm during the Fort Lauderdale International Boat Show at Bahia Mar which features a keynote presentation by luxury marketing expert Christopher P. Ramey who will address ***“The 8 Laws for Marketing to High Net Worth Individuals.”***

Ramey, considered the most highly regarded and most often quoted authority on best business practices to serve the affluent, speaks internationally on the topic of luxury marketing and has presented in more than 20 countries. A professional consultant and in-demand speaker, Ramey is president of The Home Trust International with 450 locations in the US and Europe; he is also the former president of the Luxury Marketing Council of Miami and Palm Beach. He brings a great deal of passion and expertise in helping businesses compete more effectively for the luxury dollar.

“We are thrilled to bring an internationally acclaimed speaker of Chris' caliber to benefit the marine marketing community and believe his experience will prove highly beneficial to our members and guests,” said MMA President Wanda Kenton Smith. “Chris is customizing a presentation explicitly for our crowd and will share the latest in luxury trends, along with key pillars every marine industry brand can leverage to its advantage.”

Ramey's client roster is impressive, embracing brands from Lamborghini to Bacardi, Bentley, Flexjet, Four Seasons Hotel, International Polo Club, Merrill Lynch, the Miami Dolphins, the NBA, Neiman Marcus, Saks Fifth Avenue, The Ritz-Carlton and many more. Over the years, Ramey has also worked with several blue-chip marine brands including Bertram, Ferretti Group, Camper & Nicholson and Merle Wood & Associates, among others.

According to Merle Wood & Associates Marketing Director D.J. Kiernan, “Chris is one of the most knowledgeable consultants in the luxury category, and his knowledge is rivaled only by his public speaking abilities ...everyone was captivated by Chris and the subject matter he presented. The energy he brought to the room was incredible.”

The Marine Marketers of America Fort Lauderdale Boat Show luncheon will also include updated association news, a member/guest mixer and raffle.

Event sponsors include Title Presenter Kicker Marine Audio; Platinum Presenter Boston Whaler; and Gold Presenters, Sea Tow International and MarineMax.

Due to meeting room limitations, seating is available for 90 on a first-come, advance reserved basis only. Active MMA membership cost is \$30 including lunch; \$40 for non-members/guests. To secure required advance reservations, visit [www.marinemarketersofamerica.com](http://www.marinemarketersofamerica.com) for online registration instructions.

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### **Marine Marketers of America FLIBS Luncheon & Luxury Keynote Presentation**

**DATE:** Thursday, October 31

**TIME:** 11:30 – 1 pm

**VENUE:** Bahia Mar Resort; Harbor Lights Room

**LUNCHEON COST:**

\$30 – Active MMA Members

\$38 Guests/Non-Members

**RSVP INSTRUCTIONS:**

[www.marinemarketersofamerica.org](http://www.marinemarketersofamerica.org)

### **EVENT SPONSORS**



**PHOTO CAPTION:** *Luxury Marketing Expert Christopher P. Ramey keynotes the MMA Annual FLIBs Membership Meeting October 31 at Bahia Mar*