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## **InfoCision Vice President to Present at National Religious Broadcasters Convention**

*Akron, Ohio, February 12, 2010* – Rick Lawson, vice president of new business development, [InfoCision Management Corporation](#), will be a presenting speaker at the [National Religious Broadcasters \(NRB\) convention](#) on February 27- March 2, 2010, in Nashville, TN. Lawson will present at the NRB Tech Lab on March 1 at 3:30 p.m.

InfoCision has made significant inroads in the field of business intelligence over the past several years. Lawson will discuss utilizing data analytics and integrated marketing to improve telephone, mail, and web response rates. By utilizing data analytics, organizations can capitalize on the customer information available to today's business leaders. This tool can help businesses develop a multi-faceted approach that helps strengthen the organization's relationship with their donors and generate an increased return on investment. Lawson will reference actual case studies and provide specific steps that listeners can take home and use to enhance their own marketing efforts.

InfoCision will also be present on the NRB exhibit floor at booth # 522.

### **About InfoCision**

Founded in 1982, InfoCision Management Corporation is the second largest privately held teleservice company and is a leader in customer care services, commercial sales and marketing for a variety of Fortune 100 companies and smaller businesses. InfoCision is also a leading provider of inbound and outbound marketing for nonprofit, religious and political organizations. Headquartered in Akron, Ohio, InfoCision operates 30 call centers at 12 locations in Ohio, Pennsylvania and West Virginia. InfoCision has been named one of the top ten best employers in Ohio by the state chamber of commerce. For more information on InfoCision please visit [www.infocision.com](http://www.infocision.com).

### **About The NRB Convention**

The annual Convention & Exposition is the largest nationally and internationally recognized event dedicated solely to assist those in the field of Christian communications. The dynamic Exposition consists of nearly 300 companies and is an active marketplace for those seeking tools and services to expand their ministries. NRB 2010 is being held at the Gaylord Opryland Resort and Convention Center in Nashville, TN, February 27 – March 2, 2010. For registration and other Convention information go to [www.nrbconvention.org](http://www.nrbconvention.org).