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Lisa Tenner to Chair Two Prestigious Entertainment & Poker Industry Panels

Her Company, Tenner & Associates, Inc., also Named Marketing Consultant to Major Global Internet Company

Las Vegas (Oct xx, 2009) – Lisa Tenner, renowned event marketing, promotion, entertainment and sponsorship maven -- EventPro Forum's "Event Pro of the Year" in 2007—will head up two prestigious entertainment and poker industry panels in the upcoming weeks. She'll be chairing "*Tweets, Tells and Tales: The Poker Panel*" at the 140CONF in Los Angeles and "*Poker Possibilities: Operating a Profitable Room*" at the Global Gaming Expo in Las Vegas.

"I'm very pleased with the caliber of poker industry leaders that we have assembled for these two events," said Tenner. "These conferences are powerful learning and networking opportunities for people in both gaming and entertainment and I'm honored to be a panel moderator."

Tenner will kick off her conference appearances Oct. 27 at the 140CONF event which explores "the effects of twitter on: Celebrity, The Media, Advertising, Politics, Sports, Music, The Arts, Sciences and more." In her session *Tweets, Tells and Tales: The Poker Panel*, Tenner will moderate with such guests as Joe Sebok, acknowledged to have the largest Twitter following in poker; Jeffrey Pollack, President and Commissioner of the World Series of Poker; Annie Duke, World Series Bracelet holder and most recently one of the stars of *Celebrity Apprentice*, and Matt Savage, the leading tournament director in poker. The event is to be held at the Kodak Theatre and the poker panel is at 3:05 p.m. For more information go to www.140conf.com

Tenner will also moderate a panel at the Global Gaming Expo at the Las Vegas Convention Center Wednesday, November 18, 11:45 a.m. - 12:45 p.m. Her "*Poker Possibilities: Operating a Profitable Room*" panel will feature Doug Dalton, Director of Poker Operations, Bellagio Resort & Casino; Deborah Giardiana, Executive Director of Poker Operations, Wynn Las Vegas, and Andy Rich, Poker Room Manager, Harrah's Entertainment.

(more)

The panels coincide with the news that Tenner's company, **Tenner & Associates, Inc.**, has also been named marketing consultant to a major global Internet company, for which she will develop traffic-generating promotions.

Tenner & Associates has successfully married the worlds of music, entertainment, gaming, sports, pop culture, media and tourism for its clients, which include some of Las Vegas's premiere resorts and casinos, among them Hard Rock Hotel and Casino and Paris Hotel and Casino; plus Jeep, VH1; The PartyPoker Million; Elle Magazine; Card Player Cruises, Phil Hellmuth and ISI Limited, Elle Magazine and the WSOP.

Tenner & Associates has a long history of creating, developing and producing events including the Queens of Heart Women's Celebrity Poker Team that played at the World Series of Poker Women's Tournament from 2006-2008.

Tenner & Associates recently handled sponsorship and marketing for the *Shuffle Up for Poker Gives.org* charity tournament in June, which drew 94 players and raised a total of \$40,000 for The Intrepid Fallen Heroes Fund, Paralyzed Veterans of America and Special Olympics, among others. Hosted by the "The Ambassador of Poker" Mike Sexton at the Golden Nugget Casino, the tournament is a highlight of the poker season leading up to the start of the World Series of Poker.

In addition to her celebrated career in poker promotion, Lisa Tenner has been honored with the Nevada Governor's Award for Tourism for an event that she created and produced in Las Vegas for several years, the summit conference called Emerging Artists & Technology in Music (EAT'M), that brought music talent and professionals together for dialogue, a series of showcases and a festival.

Services that her company, Tenner & Associates performs include:

- Offering innovative and creative marketing solutions for a wide range of objectives
- Designing signature events that create media "buzz"
- Working with ad agencies and publicists to create media awareness
- Creating and producing sponsorship opportunities
- Evaluating client entertainment elements for hotel, resort and casino properties
- Partnering clients with Tenner's resources and contact base
- Creating, negotiating, producing and writing television shows
- Securing media partners with both trade and consumer outlets for special events
- Creating and executing live events
- Providing clients with options for marketing strategies that incorporate their mission and brand message
- Booking talent for events, appearances, endorsements and other activities
- Developing and implementing strategic New Media campaigns for events and other promotions
- Planning and implementing highly effective media relations programs
- Producing concerts

For more information on Tenner & Associates, go to www.tennerandassoc.com or call (702) 496-3286 and or email at ltenner@aol.com. You can follow Lisa Tenner on Twitter at [twitter@lisatenner](https://twitter.com/lisatenner).

About Tenner and Associates, Inc.

Tenner and Associates specializes in BAM! -- “Branding and Marketing—with Impact!” The company creates “BUZZ” and “BUSINESS” through signature events, entertainment and hands-on consumer interactive sponsorship programs designed to sell or build affinity. Tenner and Associates has successfully married the worlds of music, entertainment, sports, pop culture, media and tourism for her clients, which include some of the leading Las Vegas Strip casinos, Hard Rock Hotel and Casino, Paris Hotel and Casino, Jeep, VH1, The PartyPoker Million, Elle Magazine and Card Player Cruises. For more information on Tenner and Associates, go to www.tennerandassoc.com or call (702) 792 9430.