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Bowhaus Speaks at EBusinessNow in Philadelphia

PHILADELPHIA, September 27, 2011 – The How to Use Technology to Grow Your Business event was held by EbusinessNow and SCORE at the Pennsylvania Convention Center from 8:00 AM to 5:00 PM.

Mary Porcelli – Principal of Bowhaus Design Groupe – spoke on the panel for the “Building The Perfect Website” Buzz session. The panel of experts included Doug Barge of Widenhammer, a Microsoft Partner (Application Development), Michael Dunnam, ESQ, Partner of Woodcock Walsh (Intellectual Property), Mary Porcelli Principal of Bowhaus Design Groupe LLC (Appearance, Graphics, Look and Feel), and Donna Serdula, Owner of DonnaTech Designs (Website design, social media integration, content development).

Mary discussed the importance of branding across print and new media. She elaborated on emerging technologies and the impact they have on design trends we see in both print and web design (i.e. CSS replacing table-based design, more personalized content, social media’s trickle down effect on print, etc.), as well as Flash versus HTML 5 animation for traditional and mobile web sites.

The session was a hit, with many attendees coming up to speak one-on-one with panel members afterwards. Keynote Speaker Gail F. Goodman – Chairman, President and CEO of Constant Contact – also spoke at the event on how e-mail marketing can benefit small businesses in any industry.

About Bowhaus

Bowhaus Design Groupe, founded in 1995, is an award winning creative agency providing a full range of design and marketing services to companies in the mid-Atlantic region. The firm’s services include branding, corporate identity, advertising, direct mail, print design and production, and complete interactive and web design services. With a team of graphic designers, writers and creative strategists, Bowhaus offers clients fresh ideas and proven support for achieving their marketing goals. The firm is headquartered in Center City Philadelphia.

More information about Bowhaus Design Groupe and its design and marketing services can be found at www.bowhausdesign.com .