

Communication

News Release

November 14, 2013

Guest Speaker William Welter to Visit UW-Green Bay

Communication students and faculty are invited to attend a presentation by guest speaker William Welter on Wednesday, November 20. Mr. Welter will be speaking in ES 301 from 12:45 p.m. to 2:05 p.m.

Mr. Welter is most famous for his work on Wendy's "Where's the Beef?" campaign during the 1980s. Throughout the course of his career, he has received many prestigious awards including 3 CLIO awards, a Golden Effie Award, and a McDonald's Marketing Achievement Award. He has served as the Vice President for companies like Wendy's International and Metromedia's Ponderosa Brand. Students will also hear about Mr. Welter's time with some of the top advertising agencies in the U.S. including The Leo Burnett Company, Inc. and DDB/Needham.

Please contact Professor Bryan Carr with any questions.