



NCR's Sundeep Kapur to Deliver Keynote Address on Social Media at NACMA Convention

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DULUTH, Ga., Jun 18, 2010 (BUSINESS WIRE) --NCR Corporation (NYSE: NCR) today announced that Sundeep Kapur, director, strategic marketing will deliver the keynote session address, "Turning Spectators into Raging Fans," at the National Association of Collegiate Marketers' 19th Annual Convention, held June 22-25 in Anaheim, Calif.

Held annually, the NACMA convention brings together the best and the brightest marketers from the world of athletics to provide participants with a variety of training seminars, guest lecturers and informative presentations, as well as valuable networking opportunities.

The keynote session will examine how colleges can leverage social media channels and other interactions to inspire and build enduring relationships with fans. Kapur works with NCR customers across multiple industries to design and deploy social media strategies that engage customers in compelling and meaningful ways. He is a frequent speaker at industry events regarding e-marketing and e-commerce initiatives, author of the widely-read blog emailyogi.com and is a leader of NCR's APTRA eMarketing team.

[NCR APTRA eMarketing](http://NCR-APTRA-eMarketing) enables businesses to run cross-channel marketing programs through a wide range of consumer points of service, including Internet, mobile, kiosk, ATM, call center and print. It works with CRM software and customer databases to run multichannel campaigns according to the customer's location and preference for communications. NCR also provides social media consulting services that help businesses create connections with their customers through CRM and social media. Customers include the Atlanta Spirit and Los Angeles Clippers.

"We are extremely pleased to have Sundeep share his insights and real-world experience in social media and creating fanatical brand ambassadors with our attendees at NACMA 2010," said Craig Pintens, member of the NACMA board of directors and assistant athletic director/marketing for Louisiana State University. "Too often at sports executive conferences, attendees only hear from other teams or universities. The reality of marketing today is that we need to become friends with consumers and engage in more meaningful dialogue to build loyalty and drive fan engagement."

About NACMA

NACMA is the first organization of its kind to provide educational and networking opportunities; enhancement of acceptable operating standards and ethics; and establishment of the overall prestige and understanding of the profession of athletics marketing administrators. For more information about NACMA, please visit www.nacma.com. NACMA is administered by the National Association of Collegiate Directors of Athletics (NACDA), which is in its 45th year. For more information on NACDA and the 12 professional associations that fall under its umbrella, please visit www.nacda.com.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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