

acquisition and prospect marketing

MONDAY, OCT. 15

>> 11:00 A.M. – 12:15 P.M.

MAXIMIZING ENGAGEMENT THROUGH DIRECT MAIL

A D V A N C E D

SPEAKERS:

Rick Arvonio, President and Chief Principal, **A & A Consulting**

Carlton Shufflebarger, Direct Mail Program Manager, **U.S. Postal Service**

Karen Tucker, Acting Manager Correspondence and Transactions, **U.S. Postal Service**



MONDAY, OCT. 15

>> 3:00 P.M. – 4:15 P.M.

YOU-PATH MARKETING: TAKING THE GUESS WORK OUT OF UPGRADING AND CROSS-SELLING

A D V A N C E D

SPEAKER:

Andrew Frawley, CEO, **Click Tactics, Inc.**

MONDAY, OCT. 15

>> 3:00 P.M. – 4:15 P.M.

CRM — IS IT STILL REVELANT? Sponsored by the CRM Council

I N T E R M E D I A T E

SPEAKERS:

Bart Foreman, President, **Group 3 Marketing**

Alonda Williams, Director of Global Web Strategies, **Microsoft Corp.**

Pat McGrew, EDP, Director, Transaction Industry Marketing, Inkjet Printing Solutions, Kodak Graphic Communications Group, **Eastman Kodak**

Chandos Quill, Vice President, Strategic Alliances Marketing, **Experian**

Josef Katz, Executive Director, Marketing,



MONDAY, OCT. 15

>> 4:30 P.M. – 5:30 P.M.

FEEDING THE SALES FORCE: SURE FIRE WAYS TO GENERATE LEADS

A D V A N C E D

SPEAKER:

Joe Garritano, President, **Penn Garritano Direct Response Marketing**



TUESDAY, OCT. 16

>> 11:15 A.M. – 12:15 P.M.

CRM — THE SILENT REVOLUTION IN CPG

A D V A N C E D

SPEAKERS:

Cynthia Eisenhard, Market Leader, Consumer Products Vertical, **Experian Marketing Services**

Marc Fanelli, Senior Vice President, Decision Sciences, **Experian Marketing Services**

Tim Kregor, President, **Nielsen/Spectra**



TUESDAY, OCT. 16

>> 2:45 P.M. – 4:00 P.M.

WACHOVIA CASE STUDY: OPTIMIZING CUSTOMER-CENTRIC MARKETING

I N T E R M E D I A T E

SPEAKERS:

Angenique Breeland, Customer Analysis, Research and Targeting, **Wachovia**

Kevin Daly, Customer Contact Management Team Leader, **Wachovia**



WEDNESDAY, OCT. 17

>> 9:00 A.M. – 10:00 A.M.

HIGH STAKES "PROSPECT" RELATIONSHIP MANAGEMENT

I N T E R M E D I A T E

SPEAKERS:

Gus Kostakis, Vice President, Select Markets Organization, **Harte-Hanks**

Patrick O'Connell, USPS Advertising Specialist, **United States Postal Service**

Pamela Pearson, Vice President, Strategy Development, **Harte-Hanks**



WEDNESDAY, OCT. 17

>> 11:30 A.M. – 12:30 P.M.

DOING IT RIGHT: REACHING AND MOTIVATING THE HISPANIC SHOPPER

I N T E R M E D I A T E

SPEAKERS:

Lilia Flores, VP, Strategic Planning Director, **Draftfcb**

Wally Rey, VP, Director of Cross-Cultural Marketing, **Draftfcb**



WEDNESDAY, OCT. 17

>> 11:30 A.M. – 12:30 P.M.

MOVING FROM USPS TO ESPS — CAPTURING LIFETIME VALUE THROUGH EMOTIONAL MARKETING STRATEGIES

I N T E R M E D I A T E

SPEAKERS:

Jeanette McMurtry, Chief Strategy Officer, **The Hanson Group**

David Marold, Director, Direct Marketing, **AAA Life Insurance Company**

