

PRESENTED BY:



DIRECT MARKETING TO BUSINESS



GENERATE DEMAND
CONVERT PROSPECTS
CUSTOMER RETENTION & GROWTH



INTEGRATE YOUR OFFLINE AND ONLINE CHANNELS FOR PROFIT

APRIL 16 – 18, 2007 • THE ROSEN CENTRE HOTEL • ORLANDO, FL

Conference Schedule*

Monday, April 16	
7:30 A.M. – 6:00 P.M.	Registration Open
8:00 A.M. – 9:00 A.M.	Continental Breakfast
9:00 A.M. – 4:30 P.M.	Pre-Conference Workshops
4:30 P.M. – 6:00 P.M.	Grand Opening Reception in the Exhibit Hall
Tuesday, April 17	
7:30 A.M. – 5:30 P.M.	Registration Open
8:00 A.M. – 11:00 A.M. 1:30 P.M. – 6:15 P.M.	Exhibit Hall Open
8:00 A.M. – 9:00 A.M.	Continental Breakfast in the Exhibit Hall
9:00 A.M. – 10:15 A.M.	Concurrent Sessions
10:15 A.M. – 10:45 A.M.	Refreshment Break in the Exhibit Hall
10:45 A.M. – 12:00 P.M.	Concurrent Sessions
12:00 P.M. – 1:30 P.M.	Keynote Presentation & Luncheon**
1:45 P.M. – 2:45 P.M.	Roundtable Discussions in Exhibit Hall
2:45 P.M. – 3:30 P.M.	Dessert in the Exhibit Hall
3:30 P.M. – 4:45 P.M.	Concurrent Sessions & B-to-B Open Council Meeting
4:45 P.M. – 6:15 P.M.	Networking Reception in the Exhibit Hall
6:30 P.M. – 9:30 P.M.	DMA Business-to-Business Council Networking Reception & Dinner
Wednesday, April 18	
7:00 A.M. – 3:30 P.M.	Registration Open
8:00 A.M. – 11:00 A.M.	Exhibit Hall Open
8:00 A.M. – 8:30 A.M.	Continental Breakfast in the Exhibit Hall

8:30 A.M. – 9:45 A.M.	Concurrent Sessions
9:45 A.M. – 10:45 A.M.	Refreshment Break in the Exhibit Hall
10:45 A.M. – 12:00 P.M.	Concurrent Sessions
12:00 P.M. – 1:30 P.M.	Award Luncheon & Keynote Presentation**
1:45 P.M. – 3:00 P.M.	Concurrent Sessions
3:00 P.M. – 3:15 P.M.	Refreshment Break
3:15 P.M. – 4:30 P.M.	Concurrent Sessions
	<i>*Schedule subject to change.</i>
	<i>**Luncheon service based upon availability after 12:30 p.m.</i>