



schedule AT-A-GLANCE

DAY ONE • TUESDAY, JUNE 19

7:30 A.M. — 5:00 P.M.

Registration Open

7:30 A.M. — 9:00 A.M.

DMA Search Engine and E-mail Marketing Councils Breakfast

8:30 A.M. — 9:00 A.M.

Continental Breakfast

8:45 A.M. — 9:00 A.M.

Opening Remarks » JOHN A. GRECO, JR., President & CEO, DMA

9:00 A.M. — 10:00 A.M.

Welcome & Keynote Panel Presentation » Next Gen Interactive: How Marketers are Optimizing the Power of Social Media to Connect and Deliver Results

10:00 A.M. — 5:00 P.M.

Exhibit Hall Open

10:15 A.M. — 11:10 P.M.

Concurrent Sessions • Web Usability Lab

10:15 A.M. — 12:15 P.M.

Special Concentration Workshops

11:20 A.M. — 12:15 P.M.

Concurrent Sessions

12:30 P.M. — 1:30 P.M.

Lunch in the Exhibit Hall

1:40 P.M. — 2:35 P.M.

Concurrent Sessions • Web Usability Lab

1:40 P.M. — 2:35 P.M.

“Ask-the-Experts” Roundtables in the Exhibit Hall

1:45 P.M. — 3:35 P.M.

Special Concentration Workshops

2:40 P.M. — 3:35 P.M.

Concurrent Sessions • Web Usability Lab

3:45 P.M. — 5:00 P.M.

Reception in the Exhibit Hall

DAY TWO • WEDNESDAY, JUNE 20

7:30 A.M. — 9:00 A.M.

DMA Direct Marketing Agency Council Breakfast

8:00 A.M. — 5:00 P.M.

Registration Open

8:15 A.M. — 8:45 A.M.

Continental Breakfast

9:00 A.M. — 10:00 A.M.

Keynote Panel Presentation » Online Marketing All-Stars — Digital Media Crowns Direct Marketing the Winner

10:00 A.M. — 5:00 P.M.

Exhibit Hall Open

10:20 A.M. — 11:10 A.M.

Concurrent Sessions • Search Usability Lab

11:20 A.M. — 12:15 P.M.

Concurrent Sessions • Search Usability Lab

12:30 P.M. — 2:00 P.M.

Keynote Panel Presentation and Luncheon » The Changing Faces of Direct: Reinventing The Client, The Consumer, The Agency

2:00 P.M. — 2:30 P.M.

Refreshments in the Exhibit Hall

2:35 P.M. — 3:35 P.M.

Concurrent Sessions • Search Engine Lab

2:35 P.M. — 3:35 P.M.

“Ask-the-Experts” Roundtables in the Exhibit Hall

3:45 P.M. — 5:00 P.M.

Networking Reception in the Exhibit Hall

5:00 P.M. — 7:00 P.M.

Special Interest Councils Joint Networking Reception

DAY THREE • THURSDAY, JUNE 21

8:00 A.M. — 3:00 P.M.

Registration Open

8:30 A.M. — 9:00 A.M.

Continental Breakfast

9:00 A.M. — 9:50 A.M.

Concurrent Sessions

10:00 A.M. — 3:00 P.M.

Exhibit Hall Open

10:00 A.M. — 11:00 A.M.

Keynote Panel Presentation » Secure Your Brand Online, Secure Your Future!

11:15 A.M. — 12:10 P.M.

Concurrent Sessions • Web Usability Lab

11:15 A.M. — 12:10 P.M.

“Ask-the-Experts” Roundtables in the Exhibit Hall

12:15 P.M. — 1:15 P.M.

Lunch in the Exhibit Hall

1:25 P.M. — 2:20 P.M.

Concurrent Sessions

2:20 P.M. — 3:00 P.M.

Closing Reception in the Exhibit Hall

NOTE: SCHEDULE IS SUBJECT TO CHANGE.

REGISTER TODAY

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