

# agenda at-a-glance



## Relationship Marketing in a Multichannel World



## Digital Marketing & New Media



## Creative Strategies & Execution



## Leveraging the Power of Your Brand



## Strategic Forecasts & Trends

	Relationship Marketing in a Multichannel World	Digital Marketing & New Media	Creative Strategies & Execution	Leveraging the Power of Your Brand	Strategic Forecasts & Trends
<b>TUESDAY JUNE 16</b>	9:45 A.M. – 10:45 A.M. – The Multichannel Approach: How Marketing Powerhouses Are Engaging Customers Beyond the Initial Sale ▲	Digital Media: The New Face of Sales and Promotions ◆	All in the Delivery: Creative That Gets Results and ROI ▲	What's in a Brand? ▲	Mapping a Course Forward: Economic Challenges, Trends, and Success Strategies ■
	10:00 A.M. – 5:00 P.M. – <b>EXHIBIT HALL OPEN</b>		10:00 A.M. – 5:00 P.M. – <b>EXHIBIT HALL OPEN</b>		
	10:45 A.M. – 12:00 P.M. – <b>KEYNOTE: Ivanka Trump, The Trump Organization</b>		10:45 A.M. – 12:00 P.M. – <b>KEYNOTE: Ivanka Trump, The Trump Organization</b>		
	12:00 P.M. – 1:30 P.M. – <b>NETWORKING LUNCH</b>		12:00 P.M. – 1:30 P.M. – <b>NETWORKING LUNCH</b>		
	1:30 P.M. – 2:30 P.M. – Creating Interactive Conversations ▲	Dupont's Efforts to Make Sense of Social Media ▲	Beauty and Brains: How to Maximize Your Email Creative Experience and Program Performance ▲	Green Marketing, Branding, and Your ROI ▲	The Global Rise of Digital Marketing ■
	2:30 P.M. – 3:15 P.M. – <b>BREAK IN EXHIBIT HALL</b>		2:30 P.M. – 3:15 P.M. – <b>BREAK IN EXHIBIT HALL</b>		
	3:15 P.M. – 4:15 P.M. – How GM Uses Multichannel Capabilities to Drive Relationships ▲	How Email Lead Incubation Closes Sales ■	50 Creative Ideas in 50 Minutes ■	Brand Building in a Digital World ▲	Make Sustainable Paper & Packaging Choices That Don't Break the Bank ■
4:15 P.M. – 5:00 P.M. – <b>NETWORKING RECEPTION IN EXHIBIT HALL</b>		4:15 P.M. – 5:00 P.M. – <b>NETWORKING RECEPTION IN EXHIBIT HALL</b>			
<b>WEDNESDAY JUNE 17</b>	9:45 A.M. – 10:45 A.M. – Leading Brands Partner to Increase Sales, Acquire New Customers, & Retain Existing Customers ▲	Online Marketing Mashups — Using Email With Web 2.0 Channels ▲	An Insider's Guide to Winning An ECHO Award ▲	Convergence Marketing: Combining Brand and Direct for Unprecedented Profits ■	What the Regulatory Tea Leaves Should Be Telling You About How to Grow Your Business in the Next 12-24 Months ■
	10:00 A.M. – 5:00 P.M. – <b>EXHIBIT HALL OPEN</b>		10:00 A.M. – 5:00 P.M. – <b>EXHIBIT HALL OPEN</b>		
	11:00 A.M. – 12:00 P.M. – <b>KEYNOTE: Mike Gamson, LinkedIn</b>		11:00 A.M. – 12:00 P.M. – <b>KEYNOTE: Mike Gamson, LinkedIn</b>		
	12:00 P.M. – 1:30 P.M. – <b>NETWORKING LUNCH</b>		12:00 P.M. – 1:30 P.M. – <b>NETWORKING LUNCH</b>		
	1:30 P.M. – 2:30 P.M. – Microsoft Case Study: How Multivariate Testing Led to a 40% Savings in SEM Spending ◆	Connecting Consumers From Mobile to Desktop to Facebook and Beyond ▲	How a Creative ECHO-Winning Campaign Delivered Great ROI ▲	The Xerox Global Brand Campaign: Integration + Consistency = Value ▲	Strategic Implications of Shifting to An Opt-In Process ■
	2:30 P.M. – 3:15 P.M. – <b>REFRESHMENTS IN THE EXHIBIT HALL</b>		2:30 P.M. – 3:15 P.M. – <b>REFRESHMENTS IN THE EXHIBIT HALL</b>		
	3:15 P.M. – 4:15 P.M. – The Great Debate: Best Customer Relationship Management ▲	State of Michigan Reverses Challenging Economy Through Digital Marketing ■	Direct Marketing Websites: 12 Costly Blunders Most Marketers Make ▲	How B-to-B Online Communities Impact Branding Campaigns ▲	37 Ways to Raise Response Rates in a Meltdown Economy ■
4:15 P.M. – 5:00 P.M. – <b>RECEPTION IN EXHIBIT HALL</b>		4:15 P.M. – 5:00 P.M. – <b>RECEPTION IN EXHIBIT HALL</b>			
<b>THURSDAY JUNE 18</b>	9:00 A.M. – 12:00 P.M. – <b>EXHIBIT HALL OPEN</b>		9:00 A.M. – 12:00 P.M. – <b>EXHIBIT HALL OPEN</b>		
	9:15 A.M. – 10:30 A.M. – <b>INTENSIVE WORKSHOPS</b>		9:15 A.M. – 10:30 A.M. – <b>INTENSIVE WORKSHOPS</b>		
	Relationship Marketing Workshop Part I	Mobile Marketing Workshop Part I	Creative Strategies Workshop Part I	Database Marketing Workshop Part I	Email & Digital Strategies Workshop Part I
	10:30 A.M. – 11:30 A.M. – <b>BREAK IN EXHIBIT HALL</b>		10:30 A.M. – 11:30 A.M. – <b>BREAK IN EXHIBIT HALL</b>		
11:30 A.M. – 12:45 P.M. – <b>INTENSIVE WORKSHOPS</b>		11:30 A.M. – 12:45 P.M. – <b>INTENSIVE WORKSHOPS</b>			
Relationship Marketing Workshop Part II	Mobile Marketing Workshop Part II	Creative Strategies Workshop Part II	Database Marketing Workshop Part II	Email & Digital Strategies Workshop Part II	

■ = Advanced

▲ = Intermediate

◆ = Fundamental

LEVEL KEY: