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& EXPO

JACOB K. JAVITS CONVENTION CENTER
JUNE 16-18, 2009

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be a part of the **Excitement** at DM Days

Twitter, Social Networks, SEM, Mobile Marketing, Blogs, Vlogs: There's an explosion of new marketing technology, channels, strategies...and hype. DM Days New York goes beyond the buzz to help you profit from modern marketing today.

DM Days is a forward-focused event to help you understand, implement, and integrate the latest marketing tactics and technology for a profitable mix of new and traditional practices.

Join thousands of marketing professionals in over 40 sessions, presentations, and workshops led by a who's who of industry vanguards and heavy-hitters.

Choose sessions à la carte or select from one of these

5 ON-TARGET TRACKS:

- Relationship Marketing in a Multichannel World
- Digital Marketing & New Media
- Creative Strategies & Execution
- Leveraging the Power of Your Brand
- Strategic Forecasts & Trends

You'll also benefit from intensive workshops, specialized trainings, and ask-the-experts roundtables. New exhibitor pavilions will also help keep you abreast of emerging trends and best-in-class marketing strategies.



- MOBILE MARKETING WORKSHOP
- EMAIL & DIGITAL WORKSHOP
- SEARCH ENGINE STRATEGIES TRAINING
- AN INSIDER'S GUIDE TO WINNING AN ECHO AWARD SESSION
- DATABASE MARKETING WORKSHOP

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don't miss these dynamic **Keynotes**



IVANKA TRUMP | Vice President, Acquisition and Development, The Trump Organization

Hear from one of the haute-marketers of our time on what it takes to maintain brand integrity. Ivanka Trump actively participates in all aspects of real estate development from deal evaluation, analysis, and pre-development planning to construction, marketing, operations, sales, and leasing. She has most recently gone into the diamond business with her own Ivanka Trump diamond jewelry line and boutique.

MIKE GAMSON | Vice President, Corporate Solutions, LinkedIn

Today, more than ever, technology plays a pivotal role in improving professional productivity. Mike Gamson will discuss the impact of new media on traditional business, as well as harnessing social and professional networking opportunities to increase your company's bottom line.



SEARCH ENGINE OPTIMIZATION: BASICS TO ADVANCED

Tuesday, June 16

8:30 A.M. - 5:00 P.M.

Search Engine
STRATEGIES
CONFERENCE & EXPO

This in-depth training will provide you with the basics of search engine optimization, including keyword research and linking strategies that increase rankings. Advanced SEO topics will also be covered, such as how to utilize social media for bigger results and the principles of segmentation.



Separate registration required >

go to www.searchenginestrategies.com/training/new_york to sign up.

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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
TUESDAY JUNE 16	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. – EXHIBIT HALL OPEN		10:00 A.M. – 5:00 P.M. – EXHIBIT HALL OPEN		
	10:45 A.M. – 12:00 P.M. – KEYNOTE: Ivanka Trump, The Trump Organization		10:45 A.M. – 12:00 P.M. – KEYNOTE: Ivanka Trump, The Trump Organization		
	12:00 P.M. – 1:30 P.M. – NETWORKING LUNCH		12:00 P.M. – 1:30 P.M. – NETWORKING LUNCH		
	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. – BREAK IN EXHIBIT HALL		2:30 P.M. – 3:15 P.M. – BREAK IN EXHIBIT HALL		
	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. – NETWORKING RECEPTION IN EXHIBIT HALL		4:15 P.M. – 5:00 P.M. – NETWORKING RECEPTION IN EXHIBIT HALL			
WEDNESDAY JUNE 17	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. – EXHIBIT HALL OPEN		10:00 A.M. – 5:00 P.M. – EXHIBIT HALL OPEN		
	11:00 A.M. – 12:00 P.M. – KEYNOTE: Mike Gamson, LinkedIn		11:00 A.M. – 12:00 P.M. – KEYNOTE: Mike Gamson, LinkedIn		
	12:00 P.M. – 1:30 P.M. – NETWORKING LUNCH		12:00 P.M. – 1:30 P.M. – NETWORKING LUNCH		
	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. – REFRESHMENTS IN THE EXHIBIT HALL		2:30 P.M. – 3:15 P.M. – REFRESHMENTS IN THE EXHIBIT HALL		
	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. – RECEPTION IN EXHIBIT HALL		4:15 P.M. – 5:00 P.M. – RECEPTION IN EXHIBIT HALL			
THURSDAY JUNE 18	9:00 A.M. – 12:00 P.M. – EXHIBIT HALL OPEN		9:00 A.M. – 12:00 P.M. – EXHIBIT HALL OPEN		
	INTENSIVE WORKSHOPS		INTENSIVE WORKSHOPS		
	9:15 A.M. – 10:30 A.M. – 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. – BREAK IN EXHIBIT HALL		10:30 A.M. – 11:30 A.M. – BREAK IN EXHIBIT HALL		
INTENSIVE WORKSHOPS		INTENSIVE WORKSHOPS			
11:30 A.M. – 12:45 P.M. – 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:

explore one of the northeast's Largest Marketing Exhibitions

DM Days New York features an incredible exhibition of direct and interactive marketing solution providers. Visit with exhibitors showcasing the latest technology, services, and strategies to help take your business to the next level of growth and profitability.



NEW THIS YEAR! NEW SOLUTIONS SHOWCASE

This pavilion highlights those exhibitors with new solutions you won't want to miss.

NEW THIS YEAR! MOBILE MARKETING PAVILION

What's new in Mobile? Stop by this pavilion and get up-to-speed with one of the fastest growing marketing channels.

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EXHIBITOR LISTING AS OF MARCH 2009

AccuData Integrated Marketing Advertising Distributors of America	Datalab USA	Japs-Olson Company	QuadDirect
Aggressive List Management, Inc.	Data-Mail, Inc.	KnowledgeBase Marketing	RMI Direct Marketing
American Name Services	Design Distributors, Inc.	Leon Henry Inc.	RST Marketing
American Spirit Graphics Corp.	Direct Access Marketing Services	List Service Direct, Inc.	Salesgenie.com
American Student List	Direct Magazine/Penton Media	List Services Corporation	Satori Software, Inc.
ANALYTICi	Direct Mail Depot	Mackay/Mitchell Envelope Company	SK&A Information Services
Anchor Computer, Inc.	Direct Mail Solutions	Macromark, Inc.	smartFOCUS
ANRO Inc.	DM News	Magnets 4 Media	Solo Printing, Inc.
Applied Information Group	DMH	Mailmen, Inc.	SRDS
ARGI	Edith Roman Associates	MeritDirect	Stamps.com
Awrick Direct, Inc.	Educational Coin Company	Millard Group, Inc.	Statistics
B & W Press	Epsilon	MMI Direct	Student Marketing Group, Inc.
Canada Post	Equifax	Nahan Printing, Inc.	Target Marketing Group
CAS, Inc.	Ethnic Technologies, LLC	National Graphics	Telematch
Cherry Lane Print and Mailing	Experian	NCRI List Management	Time, Inc.
Complete Mailing Lists, LLC	The Fidelis Group, Inc.	Optigraphics/Performance Printing	U.S. Monitor
Cornwell Data Services, Inc.	Genalytics	Peachtree Data, Inc.	Unicor - Services Business Group
Cross Country Computer	Getko Direct Response	Phoenix Data Processing, Inc.	United Envelope
D&B	Hugo Dunhill Mailing Lists, Inc.	PopOut Branding	Vmark
Data Services, Inc.	IBSDirect	PPS	
	infoUSA Reseller Division		
	Intelligencer Printing Company		

5 on-target TRACKS



RELATIONSHIP MARKETING IN A MULTICHANNEL WORLD

Acquisition, retention, and loyalty, i.e., relationship marketing, is paramount to the success and longevity of your company. This track features sessions on how to engage customers beyond the initial sale, how partnerships can boost your retention rate, and the specific strategies companies are employing in their relationship reach through multichannel marketing efforts.



DIGITAL MARKETING & NEW MEDIA

Twitter. Kindle. Mobile. Widget. Funny words have pervaded the landscape of marketing and have joined current methods of generating leads and retaining customers. As consumers become more accustomed to this instant gratification, constantly connected lifestyle, it has become more important than ever before to stay ahead of the trends and capitalize on these new methods and means of marketing. Take advantage of these sessions to refine your marketing goals and execution.



CREATIVE STRATEGIES & EXECUTION

What is the secret behind creative that boosts ROI? Learn from the experts in this fast-paced track. Elements covered include copy, design, art direction, and format for all marketing channels. Special sessions include how to win an ECHO award and how one company boosted its profits from winning. Agencies — take note!



LEVERAGING THE POWER OF YOUR BRAND

This track will address the need to maintain brand integrity across multiple media and sales channels, teaching critical elements for presenting brands appropriately through email, web, text, and print. You will also learn about how the convergence of brand and direct builds loyalty faster, with less budget and real-time accountability, in both acquisition and retention.



STRATEGIC FORECASTS & TRENDS

This track is designed for senior-level marketers responsible for strategic visioning. Hear from industry veterans about the economic implications for the marketing industry over the near-term and how you can best plan accordingly. We will also feature sessions on privacy, and the global rise of digital marketing, as well as how to raise response rates in this economy.

TRACK KEY:



Relationship Marketing
in a Multichannel World

Digital Marketing
& New Media

Creative Strategies
& Execution

Leveraging the Power
of Your Brand

Strategic Forecasts
& Trends

Tuesday, June 16

9:45 A.M. - 10:45 A.M.

The Multichannel Approach: How Marketing Powerhouses Are Engaging Customers Beyond the Initial Sale



This session will feature live case studies of highly successful consumer brands that utilize multichannel marketing.

MODERATOR: Steven Edelstein, CEO, *The Logical Step, LLC*

SPEAKERS: Carey Grange, EVP, *Direct to Consumer, Murad*

George Fetting, VP, *Marketing, Bosley*

Karen Burns, Director, *Marketing for Emerging Businesses, Motor Club, Allstate Roadside Services*

Digital Media: The New Face of Sales and Promotions



Learn what mix of digital marketing components will give you the best “bang for the buck” and how to use them.

SPEAKER: Ron Friedman, CEO, *PTI Corp.*

All in the Delivery: Creative That Gets Results and ROI



Chock-full of examples from a variety of industries and distribution channels, you’ll leave this session with tools and techniques to take your creative strategy and execution to the next level.

SPEAKER: Di Cullen, Managing Director, *Direct Antidote*

What’s in a Brand?



This session will teach attendees the eight critical success factors that lead to a brand that resonates in the marketplace and best maximizes ROI.

SPEAKER: Sally Roffman, President, *Creative Strategy*

Mapping a Course Forward: Economic Challenges, Trends, and Success Strategies

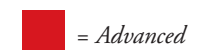


This session presents a high-level view of the current economic climate over the coming months, plus key success strategies for meeting the challenges head-on.

MODERATOR: Elana Anderson, VP, *Product Marketing and Strategy, Unica Corporation*

SPEAKERS: Zain Raj, CEO, *Euro RSCG Discovery*
TBA

LEVEL KEY:



1:30 P.M. - 2:30 P.M.

Creating Interactive Conversations



The best way to communicate with customers and prospects is to engage them in an interactive dialogue across your multiple channels — just keep in mind that these channels include the ones you may not even realize exist.

SPEAKERS: Sundeep Kapur, VP, *Strategic Marketing, NCR eCommerce*

Reagan Taylor, Consultant, *NCR eCommerce*

DuPont’s Efforts to Make Sense of Social Media



Learn the risks and rewards of marketing in social media, how to write a company policy, and how DuPont sees social media marketing.

SPEAKER: Gary Spangler, Marketing Manager, *DuPont*

Beauty and Brains: How to Maximize Your Email Creative Experience and Program Performance



Join the discussion on the newest innovations in email creative strategy.

SPEAKER: Lisa Harmon, Principal, *Smith-Harmon, Inc.*

Green Marketing, Branding and Your ROI



Does marketing with environmental sensitivity sizzle? Do consumers really respond (with their wallets) to marketing offers that speak to environmental themes?

SPEAKERS: Chet Dalzell, *Public Relations Strategist and Consultant*

Cat Moriarty, Editor-in-chief, *Deliver Magazine, United States Postal Service*

The Global Rise of Digital Marketing



This session will examine the explosive global growth of digital marketing.

SPEAKER: Derek Holder, Professor, *The Institute of Direct Marketing*

3:15 P.M. - 4:15 P.M.

How GM Uses Multichannel Capabilities to Drive Relationships



Learn how GM created an “engagement architecture” to monitor and manage lifecycle relationships across its vehicle and service units.

MODERATOR: Scott Molitor, Senior Industry Consultant, *Digital Marketing Services, Acxiom*

SPEAKER: Hamilton Gayden, CRM Manager, *General Motors Corporation*

How Email Lead Incubation Closes Sales

This session presents case studies on Lead Incubation and automating email to build relevant and timely dialog that holds and closes prospects previously considered “dead.”

- MODERATOR:** Renan Levy, *President and COO, Intellidyn Corp*
- SPEAKERS:** Jessica Manna, *CMO, Residential Finance Corp.*
Erica Prowisor, *CMO, Ace Mortgage Funding, LLC*

50 Creative Ideas in 50 Minutes

Today's direct marketer frequently is unaware of the tried and proven techniques to increase response. What works, what doesn't, and why.

- SPEAKER:** David Avrick, *President, Avrick Direct, Inc.*

Brand Building in a Digital World

Session participants will learn how to leverage Web 2.0 and consumers' increasing brand interaction to successfully compete in a competitive marketplace.

- SPEAKER:** Marybeth Gavin, *Senior Manager, Product Marketing, Hoover's, Inc.*

Make Sustainable Paper & Packaging Choices That Don't Break the Bank

This session builds upon the insights shared in the core module “Follow the Paper Trail,” and applies this to the fulfillment process.

- SPEAKERS:** Avrim Lazar, *President & Chief Executive Officer, Forest Products Association of Canada*
Derek Smith, *President, Derek Smith & Associates*
Glenn Ventrell, *Packaging Innovation and Development, Sara Lee Corporation*

Wednesday, June 17

9:45 A.M. – 10:45 A.M.

Leading Brands Partner to Increase Sales, Acquire New Customers & Retain Existing Customers

Learn from national retailers and SunTrust Banks, Inc. how successful partnership marketing can help you achieve key sales, customer growth, and increased retention.

- MODERATOR:** Peter Davis, *President, Vesdia Corporation*
- SPEAKERS:** Stef Anderson, *VP of Rewards & Loyalty, Sun Trust Banks, Inc.*
Laura Kreutzer, *Regional Sales & Marketing Manager, Hard Rock International*
Michael Polishook, *VP, Sales and New Business Development, Golfsmith*

Online Marketing Mashups—Using Email With Web 2.0 Channels

Case studies illustrate how leading marketers are using online marketing mashup strategies to leverage email programs into new media channels such as mobile, social networks, widgets, and desktop applications.

- SPEAKER:** Josh Perlstein, *President, Response Media*

An Insider's Guide to Winning An ECHO Award

The real secret to winning an ECHO Award is...drum roll, please...how you fill out the entry form: You have to encapsulate every piece of thinking into succinct, pungent paragraphs that capture the spirit of your campaign and demonstrate its innovativeness.

- SPEAKERS:** Sid Liebenson, *EVP, Draftfcb; Former ECHO Chair*
Neil Feinstein, *Director of Brand & Creative Strategy, True North Inc.; Current ECHO Chair*

Convergence Marketing: Combining Brand and Direct for Unprecedented Profits

Richard Rosen's method fuses business school analytics, creative marketing and advertising, and the aesthetics of design and function, into a fully integrated approach that drives profits.

- SPEAKER:** Richard Rosen, *President & CEO, ROSEN*

What the Regulatory Tea Leaves Should Be Telling You About How to Grow Your Business in the Next 12-24 Months

How will the financial meltdown impact self-regulation in the marketing and advertising industry? This panel of experts will tell you where they see opportunities and challenges in the coming months.

- MODERATOR:** Lou Mastria, *CIPP, VP, Public Affairs & CPO, NextAction*
- SPEAKERS:** Stuart Ingis, *Partner, Venable LLP*
Michael Wehrs, *President and CEO, Mobile Marketing Association*

1:30 P.M. – 2:30 P.M.

Microsoft Case Study: How Multivariate Testing Led to a 40% Savings in SEM Spending

Through the MS Live Small Business Portal case study, learn how multivariate testing can change the game and enable dramatic conversion rate improvements, making every search dollar spent more efficient.

- MODERATOR:** Robert Bergquist, *President & CEO, Widemile*
- SPEAKER:** Michael Schultz, *Director, Product Management & Marketing for Microsoft Office Live Small Business, Microsoft*

Connecting Consumers From Mobile to Desktop to Facebook and Beyond

Learn strategies for creating the integrated application that reaches all aspects of the user's digital life.

- MODERATOR:** Lee Mikles, *Co-founder and CEO, The Archer Group*
- SPEAKER:** TBA

How a Creative ECHO-Winning Campaign Delivered Great ROI

Explore a carefully planned and executed campaign using multifaceted innovative marketing to tackle an extraordinary challenge — reach and engage C-level Benefits Managers to ultimately convince them to change healthcare providers involving multimillion dollar contracts.

- MODERATOR:** Ezequiel Trivino, *Founder, Creative Director, Wikreate*
- SPEAKER:** Kelly Colbert, *Director, B-to-B Acquisition Marketing, Anthem National Accounts/Anthem Blue Cross and Blue Shield*

The Xerox Global Brand Campaign: Integration + Consistency = Value



Learn how Xerox worked with its partners to integrate worldwide communications. Maximize the impact of your budget through integration across countries, channels, and disciplines.

MODERATOR: Shelley Diamond, *President, Young & Rubicam, New York*

SPEAKER: Barbara Basney, *Director, Global Advertising, Xerox Corporation*

Strategic Implications of Shifting to An Opt-In Driven Process



Learn how to provide deeper levels of Relevance and Relationship by engaging customers to opt-in and self-profile their preferences.

SPEAKERS: Ernan Roman, *President, Ernan Roman Direct Marketing (ERDM)*

Yvonne Brandon, *Marketing Strategist, Kitterman Marketing Group*

3:15 P.M. – 4:15 P.M.

The Great Debate: Best Customer Relationship Management



Join a panel of retail marketers as they debate the “best customer” question.

MODERATOR: David Braunstein, *SVP, Strategic Services, MBS*

SPEAKERS: Argu Secilmis, *Senior Director of Global Marketing, Cole Haan*

Carol Davis, *VP, Marketing, Hanesbrand, Inc.*

State of Michigan Reverses Challenging Economy Through Digital Marketing



A case study illustrating digital marketing at its highest potential — the State of Michigan’s story of leveraging the discipline to emerge from a struggling economy and competitive industry.

MODERATOR: Tim Schaden, *CEO, Fluency Media*

SPEAKER: George Zimmerman, *VP, Michigan Economic Development Corporation*

Direct Marketing Websites: 12 Costly Blunders Most Marketers Make



Find out what’s dramatically boosting response on websites, and why copy, art, and shopping carts often cripple or destroy response. Also learn how to better integrate your DM/online strategy, and secrets to boosting response from email and paid search companies.

SPEAKER: Craig Huey, *President, Creative Direct Marketing Group, Inc.*

How B-to-B Online Communities Impact Branding Campaigns



Attendees will learn how to tap into this valuable user-generated content to promote community feedback and increase customer interest and loyalty, as well as leverage the power of your brand.

SPEAKER: George Krautzel, *President, IToolbox, Inc.*

37 Ways to Raise Response Rates in a Meltdown Economy



Attend this session and discover what worked during the last three recessions.

SPEAKER: Russell Kern, *President, The Kern Organization*

9:15 A.M. – 10:30 A.M.

Part I

10:30 A.M. – 11:30 A.M.

Break in Exhibit Hall

11:30 A.M. – 12:45 P.M.

Part II



INTENSIVE WORKSHOPS

Thursday, June 18

WORKSHOP #1 RELATIONSHIP MARKETING WORKSHOP

Increase Sales 35% to 75% Using the Proven 3-Step Relationship Marketing Process...Guaranteed



This highly rated workshop will provide you with an in-depth understanding of the **3-Step Marketing Process** that will guarantee your success in achieving double-digit results in this tough economy.

SPEAKERS: Ernan Roman, *President, Ernan Roman Direct Marketing (ERDM)*

Josh Boltuch, *Co-CEO, AmieStreet.com*

WORKSHOP #2 MOBILE MARKETING WORKSHOP

Going Direct With Mobile

This intensive mobile marketing workshop will provide you with the information you need to create a mobile marketing practice within your business.

SPEAKERS: Michael Becker, *VP, Mobile Strategies, iLoop Mobile*

Chris Goumas, *VP, Retail Development, Access 360*

Steven Gray, *COO, Money Mailer*

WORKSHOP #3 CREATIVE STRATEGIES WORKSHOP

Proven Successful Creative Strategies and Techniques Shared

Great creative work begins with great strategy — across all media. This workshop will give you everything you need to develop more innovative and successful strategies for your next direct marketing program.

SPEAKER: Alan Rosenspan, *President, Alan Rosenspan & Associates*

WORKSHOP #4 DATABASE MARKETING WORKSHOP

Primer on Database Marketing and Digital Channel Integration for Senior Marketers

Whether you need a refresher or are just starting out in database marketing, you’ll find traditional and new Web 2.0 techniques for creating successful multichannel programs. We’ll also delve into how the Internet and social networking have changed the face of database marketing.

SPEAKER: Devyani Sath, *Ph.D., CEO and Founder, Data Square*

WORKSHOP #5 EMAIL & DIGITAL MARKETING WORKSHOP

The Future of Email and Digital Marketing Efforts

Not getting the biggest impact from your marketing spend today? Do you send emails? Attend this workshop and learn email marketing strategies and tactics of the future to increase your integrated channel revenue.

SPEAKERS: Jeannie Mullen, *Founder, Email Experience Council;*

Global Executive VP & CMO, Zinio; Global VP & CMO, VIVmag

TBA

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learn and network at these **Special Events**



INSERT MEDIA DAY Tuesday, June 16

9:00 A.M. - 4:00 P.M.

JACOB K. JAVITS CONVENTION CENTER

Don't miss this one-day session designed to give you insight into how you can achieve your revenue and acquisition goals. You'll hear from insert media experts, as well as network with colleagues.

DMA DIRECT MARKETING AGENCY BREAKFAST

Wednesday, June 17

8:30 A.M. - 9:30 A.M.

JACOB K. JAVITS CONVENTION CENTER

You won't want to miss this special breakfast as the DM Agency Council discusses the "Changing Agency Model." Hear the latest issues impacting Agencies today.



 Separate registration required > please see the **DMA Calendar of Events** at www.the-dma.org for more information.

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Conference & Expo Fees

	EARLY-BIRD BY 4/30/09	REGULAR BY 6/15/09	ONSITE 6/16/09
DMA MEMBER			
All Access Pass (6/16/09-6/18/09)	\$899	\$1,099	\$1,249
Daily Conference & Expo Pass (6/16/09 or 6/17/09)	\$499	\$599	\$699
Daily Conference & Expo Pass (6/18/09)	\$349	\$499	\$649
NON-MEMBER			
All Access Pass (6/16/09-6/18/09)	\$1,099	\$1,299	\$1,449
Daily Conference & Expo Pass (6/16/09 or 6/17/09)	\$599	\$699	\$799
Daily Conference & Expo Pass (6/18/09)	\$449	\$599	\$749
Exhibit Hall Only Good for any day or all 3 days	\$50	\$50	\$100

PAYMENT

A completed registration form, along with full payment to process your registration — your credit card number, or company check (payable to DMA) — MUST accompany your registration. Registrations without full payment will not be processed.

TEAM DISCOUNTS

Register four (4) from the same company at the same time and get a fifth (5) registration free. This offer does not apply to Daily Passes, Exhibit Hall Only, and Special Events. Team registrations must be submitted via fax or mail. Please download the registration form found at www.dmdays.com for multiple registrations.

CHANGES, CANCELLATIONS, AND FULL SHOW POLICIES

Please visit www.dmdays.com for a full description of our cancellation and show policy.

OUR COMMITMENT TO CUSTOMER CHOICE

If you wish to modify future marketing mailings or change your list rental preferences, please call DMA Customer Service at **212.790.1500**.

HOTEL/TRAVEL

DM Days has partnered with Travel Technology Group to provide the DM Days Travel Desk. The official hotel for DM Days this year is the Sheraton New York Hotel & Towers and we're providing a special reduced nightly rate of \$259.



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Hanesbrand, Inc.
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Sara Lee Corporation
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Wikireate
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