



**DMA Analytics Council**  
**Get to Know Your Audience Better –**  
**Classifying & Optimizing Analytical Marketing Techniques**  
**September 20, 2007 • 9:00 A.M. – 4:30 P.M.**

**Key Code:**

Please enter the **Key Code** found on your marketing promotion.

## REGISTRATION FORM

**4 WAYS TO REGISTER**

- **Online:** <http://www.the-dma.org/councilevents/analytics/>
- **Fax:** 212.302.7643
- **Phone:** 212.790.1500

- **Mail:** DMA Customer Service  
 1120 Avenue of the Americas  
 New York, NY 10036

For questions/inquiries call 212.790.1500 or e-mail [customerservice@the-dma.org](mailto:customerservice@the-dma.org)

Please print clearly.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

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Telephone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

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*Full payment is required. All checks should be made payable to the Direct Marketing Association, Inc. The following credit cards are accepted: American Express, Discover, MasterCard, and Visa. DMA & Affiliate membership will be verified and charged accordingly.*

Analytics Council Seminar	RATES
<input type="checkbox"/> DMA Analytics Council Member	<input type="checkbox"/> \$99
<input type="checkbox"/> DMA Member	<input type="checkbox"/> \$149
<input type="checkbox"/> DMA Non-Member	<input type="checkbox"/> \$199

**Payment Type:**

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**Cancellation Policy:**

If you cannot attend an event for which you are registered, please send a substitute. Substitutions are allowed at any time and no fees are imposed. If you must reschedule or cancel your registration, please see schedule below.

Cancellation Refund Schedule	
September 17, 2007 or before	100% refund or account credit
September 18, 2007 through September 19, 2007	Account credit
September 20, 2007 or no show	No refund – no account credit

The last day to register online for this event is Friday, September 17, 2007.

**Special Needs:**

Please check here if you have any special requests (which we need to meet with the Americans with Disabilities Act or otherwise). We will contact you.