

College Day at DMDays New York

Join thousands of direct/interactive marketing practitioners on June 10, 2008 in New York City as they experience dynamic presentations, thought leadership roundtables, focus groups, Web Usability Labs and more. You'll also experience marketing at its best as you explore the Solutions Pavilion – an Exhibit Hall full of the latest strategies and techniques in all aspects of marketing – from eCommerce to multimedia to database marketing – DM Days has it all.

DM Days NY's eight tailored tracks, available June 10, are:

- **Acquisition, Retention, and Relationship Management** — This track will focus on getting and keeping happy customers. Speakers will address issues ranging from retention to calculating lifetime value, and from establishing solid loyalty programs to strengthening customer service initiatives.
- **Brand and Direct** — What is a brand? Who defines it? These questions and more will be answered in this tailored track. Conferees will learn that brand and direct are inexorably tied. Today, marketers are challenged to build brand awareness while justifying its effectiveness and ROI with metrics that direct marketers use every day.
- **Creative Strategy and Execution** — All genres of direct advertising need sparkling copy, eye-catching design, top-notch art direction, stellar offers, and clear formats. Attendees in this track will explore strategies and tactics to make their creative efforts sing, while increasing response and boosting sales.
- **List and Database Management** — This track's sessions will flow smoothly into Thursday's List Day topics. Whether building a world-class email list or simply getting up close and personal with the current database, DM Days delegates will learn what really goes into fully realizing database potential and making it work for today, tomorrow, and next year.
- **Management, Metrics, and Systems** — Whether customers want catalogers to respect the environment or respect their email inboxes, consumers expect direct marketers to understand and respect their wishes. If not, the advertiser will be ignored. This track takes on this important challenge and will help marketers understand their customers via segmentation and more.
- **Marketing Technology and Operations** — New this year, this track will teach every aspect of marketing technology and operations. From marketing campaign software to analytics, these sessions will instruct marketers how to track their promotional progress in detail.
- **Online Marketing and Interactive Media** — For those who have always wanted a guidebook to marketing on the Internet, this track provides the handheld map. Experts will explore issues, trends, strategies, and analysis for marketing executives and those responsible for e-commerce. Also not to be missed, this year the **Online Marketing Summit (OMS)** will offer a "Best Practice Series: Four Steps to Building a Successful Online Strategy" as part of the Online Marketing/Interactive Media track. This "track within a track" will be held on Tuesday, June 10 from 10:45 a.m. to 4 p.m.
- **Strategies, Forecasts, and Trends** — This tailored track is designed for senior-level marketers who are responsible for strategic visioning. This session's attendees will receive in-depth analysis on key issues and opportunities they face, as described by fellow direct marketing leaders.

For information about the sessions offered during these tracks, visit www.dmdays.org