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Give Your Creative a boost at DMA's CREATIVE DIRECT MARKETING STRATEGIES SEMINAR

Get Your Work Critiqued by a Pro

Your seminar leader, Alan Rosenspan, and his teams have *won over 100 awards*. Bring your samples to the seminar and get an invaluable critique from this nationally recognized direct marketing expert.

"Alan is an incredible, well-presented instructor. Very good seminar. This seminar is beneficial to DM beginners and pros because Alan's information and techniques are understandable and highly useful. I learned or was reminded of things that I will put to use immediately."

Dean Lambert
 Director, Marketing Communications,
 Homesteaders Life Company

FREE booklet when you attend!



KEY CODE:

RECYCLE PLEASE
 www.dma.org

Printed on paper containing 10% post-consumer content.

CRELO209

Creative DIRECT MARKETING STRATEGIES Seminar

Say goodbye to dull marketing and create promotions that...



In-House TRAINING
 Available

DMA^D
 Direct Marketing Association

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DEVELOP ON-TARGET CREATIVE STRATEGIES

ABOUT THIS EVENT

Get ready for a stimulating, interactive experience, which will change the way you think about direct marketing – and give you practical information you can put to use right away.

Develop innovative and successful direct mail strategies for your company and jump-start your direct marketing career. Learn dozens of proven tools that the country's biggest and best companies rely on. This unique and interactive two-day seminar will ensure you know how to make your next direct marketing campaign a huge success. Learn everything you need to know about positioning, choosing the right target market, developing the most effective message, and making your creative work.

BENEFITS OF ATTENDING

Over two fast-paced, highly interactive days, you'll learn:

- How to develop a "blueprint" for your program that will help ensure success before the creative work begins
- 4 important ways to segment your prospects and develop more targeted appeals
- 17 proven direct marketing techniques you can immediately apply to your own program. *Even if you use only one or two – it will more than justify the cost of this seminar!*
- 7 specific checklists for creating and evaluating direct mail letters, brochures, reply cards, involvement devices, and print ads

Bring your samples (or work in progress) and get personal feedback from your instructor and/or group reaction, ideas and suggestions from other attendees.

Pre-Seminar Questionnaire

Get the most out of your seminar. You'll receive a pre-seminar questionnaire which will help you determine pressing issues and prioritize your learning agenda. Email your questionnaire to your expert instructor(s) prior to the seminar. Make sure you bring your completed questionnaire to the seminar and ensure your questions and concerns are addressed.

WHY YOU SHOULD ATTEND

Are you responsible for the success of your marketing programs? Attend this seminar and make sure – before starting a project – that you can answer critical questions like these:

- Are there any tricks for integrating our email and other marketing programs?
- How can I avoid going forward with an offer that totally bombs?
- What does it take to make features crystal-clear – and to wow readers with benefits?
- What are my options when response falls below expectations?

WHO SHOULD ATTEND?

This training is valuable for:

- Direct marketing managers, directors, and VPs of any company
- Account directors from advertising or direct marketing agencies who want to sharpen their strategic skills
- Copywriters who want to improve their strategic sales skills
- Anyone who is responsible for the success of the B-to-B direct marketing programs within a company – especially senior executives and sales managers

COMPANIES WHO HAVE PREVIOUSLY ATTENDED THIS SEMINAR

AT&T	Pitney Bowes, Inc.
Abbott Laboratories	QVC, Inc.
AOL/Time Warner	R.J. Reynolds Tobacco Company
Bookspan	Rapp Collins Worldwide
Bose Corporation	Showtime Networks, Inc.
Charles Schwab	Staples, Inc.
Chase Bank.	Starwood Hotels
Comcast Cable Communications	Time Life, Inc.
GE Card Services	The Value Company
JCPenney Company, Inc.	United States Golf Association
Jockey International, Inc.	VISA U.S.A.
Kaiser Permanente	Wells Fargo Bank
MasterCard International	Yahoo!
Oppenheimer Funds	Yves Rocher North America, Inc.

PRAISE FROM PAST ATTENDEES

"Wow! Great new info I can't wait to try. And it's stuff I can use immediately. Also a great refresher of things I've forgotten to do in the rush of deadlines. Thank you – and I bet my customers will thank me!"

Stacey Hewey
 Product Manager
 Physician Sales & Service PSS

"I am re-energized to go back and use all the new ideas and suggestions. Thank you so much!"

Brenda Fargo
 Consumer Products Manager
 FirstEnergy Solutions

"Excellent and helpful for all areas of Direct Marketing."

Sarah Rogers
 Marketing Manager
 Lucky Brand Jeans

"This seminar exceeded my expectations in every way. I expected it to be informative but I didn't expect it to be entertaining as well. I think I could sit here for another month and still be learning."

Kelly Ross
 EquiFirst

SAVE \$\$\$ BY BRINGING YOUR ENTIRE TEAM

Each member of your team plays an important role in your direct marketing program, so plan to attend together. You'll **save \$150 off each registration** when you send two people, and **\$250 off each registration** when you send three or more to the same session. Contact DMA Customer Service at 212.790.1500 to receive your team discount.

www.dmacreativedmstrategies.org

Call: 212.790.1500

WOW YOUR PROSPECTS AND MAKE THEM REACT TO YOUR INNOVATIVE MARKETING CAMPAIGNS

WHAT YOU WILL LEARN

DAY 1

8:30 – 9:00 A.M. – Registration and check-in
9:00 A.M. – 5:00 P.M.

How Direct Marketing Is Being Reinvented

- How direct marketing is becoming more complex – what you need to know to keep up
- How consumers and businesses are changing
- New tools every direct marketer today should be maximizing
- Up-to-date case history

The Building Blocks of Strategy

- Introduction to strategic thinking – your secret weapon
- The Law of the Grizzly shows you how to effectively deal with the competition
- Segmenting for success
- Next step marketing – the quick basics
- Jump-start your campaign with the Creative Strategy Form
- Lessons from AT&T, Advanta, American Express, Scotts LawnService, Humana, dozens of other Fortune 500 companies

The Weapons of Strategy

- Why you can't afford to confuse features with benefits
- How to make the most of the Incredible Pencil Test
- Understanding barriers and levers
- Where testing fits in every good strategy

Boost the Creativity of Your Offers

- The Godfather Technique – how to create an offer they can't refuse
- Simple but effective tips for creating an irresistible offer
- Know how to present the offer
- How to tap into the power of an offer test
- The Commitment Ladder
- 10 offers that may work for you (and 10 to avoid at all costs)
- The world's greatest offers

Choosing the Right Media

- How, when and why to use direct mail, print, radio, TV, the Internet, and other media
- The musts of media integration
- Examples of remarkable, innovative media from around the world
- The web's killer application and how to integrate it into your marketing programs for "double digit" response

17 Proven Direct Marketing Creative Techniques you can apply right away to your next direct marketing program such as:

Even if you use only one or two – it will more than justify the cost of this seminar!

- The Cluster Bomb – how to get 40% more responses without spending a penny more
- Static Cling – how to make it impossible for people to ignore your direct mail
- "Something in a Box" – and what you should never, ever put in a box

- The Double Postcard – how to double your response and reduce your fulfillment costs
- The Maybe Box – how to convince people who are "on the fence" to respond
- Thinking Seasonally – the biggest mistake you can make with your marketing – and how to avoid it.
- The Q&A Segue – why to use a Q&A and what your last question should always be, no matter what product or service you're selling

Apply What You've Learned: A Strategic Assignment

- How-to's for creating better direct marketing
- Divide into groups and tackle a strategic assignment – this part of the seminar allows you to apply what you've learned, both strategically and tactically. It also shows you how to think outside the box and come up with a category-busting idea.

DAY 2

9:00 A.M. – 4:00 P.M.

Which Pulled Best?

- Can you tell what worked and what didn't?
- You'll see examples of side-by-side advertisements and direct mail, learned what worked, what didn't work and why. You can apply these lessons to your own direct marketing.

The Direct Mail Workshop

Learn new and proven tools for creating and evaluating direct mail packages and advertisements, including:

- How to write more effective letters

- How to choose the right format
- Break out of the box with creative format ideas
- Pro's and con's of outer envelope techniques
- A smart approach to creating lift notes
- How to write powerful headlines
- Design involvement devices that draw readers like a magnet
- The rules of effective reply cards
- 10 checklists: How to evaluate and improve every element of a direct mail piece
- Advanced techniques: 5 creativity tests – which will stimulate your thinking?

101 Ways to Increase Response

DIRECT MARKETING CRITIQUES

Join other seminar attendees in this open and valuable analysis of direct marketing packages and advertisements. *Please bring your direct marketing pieces to the seminar for review.*

Anatomy of a Gold ECHO

Scotts LawnService has won several awards in the past few years (including a Gold and Bronze ECHO). Mailings have included format tests, lift notes and an actual photograph of your house!

You'll like the work, but you'll get more from learning about the thinking behind it, and the step-by-step development of a truly unbeatable control.

NETWORKING OPPORTUNITY

Continental breakfast and lunch will be served each day to facilitate networking with your peers.

NOTE: Outline is subject to change.

ABOUT YOUR SEMINAR LEADER



Alan Rosenspan
President, Alan Rosenspan & Associates

Alan and his teams have won over 100 awards for creativity and results, including 20 DMA ECHO Awards.

Alan has been a Creative Director for Ogilvy & Mather, Ogilvy & Mather Direct and Bronner Slosberg Humphrey (now Digitas).

Alan is the author of *Confessions of a Control Freak*, published in 2002. He has contributed chapters to several direct marketing books, including *The Direct Marketing Handbook* and *Direct Marketing 2000*.

He has given seminars for dozens of the world's top companies — including American Express, AIG, AT&T, Capital One, Fortis, Harley Davidson, IBM, Myers-Grace Department Stores, Navy Federal, Xerox, and the Wall Street Journal.

In February of 2006, Alan was selected for the Andi Emerson Award For Lifetime Achievement and Service to the Direct Marketing Creative Community, by the John Caples Board of Directors.

? Do you have a question for Alan? Please send questions you have about this seminar to arosenspan@the-dma.org.

FREE BONUSES!

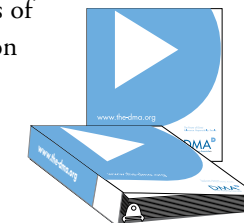
1. Copy of Alan Rosenspan's newly revised "101 Ways to Improve Response" booklet. Are you looking for specific ideas on improving your next direct mail



package? This highly acclaimed list has been published in several direct marketing magazines and Web sites.

You'll find it full of valuable tips on improving everything from your outer envelope to your reply device, as well as ideas for offers. It also includes many useful references and examples.

2. You will receive a workbook packed with over 140 pages of valuable information you can continually refer to back on the job. It includes proven techniques, checklists, guidelines, and a wealth of other tools for improving your company's results. Plus, there is ample space for you to take notes and highlight new ideas as they are presented during class discussions.



Attendees tell us this workbook alone is worth the price of admission!

DON'T MISS OUT — REQUEST A CATALOG TODAY!

Visit www.dmacatalogrequest.org to request a reference catalog of DMA's acclaimed seminars and events.

4 WAYS TO REGISTER

- ONLINE: www.dmacreatedmstrategies.org
- CALL: 212.790.1500
- MAIL or FAX: Download a PDF registration form from our website

REGISTRATION RATES*

DMA Members: \$1,399 Non-Members: \$1,699

*Registration rates are subject to change.

For information on DMA Membership, please call 212.768.7277, ext. 1155, or email membership@the-dma.org.

CEUs AWARDED

Continuing Education Units may be used as evidence of your new skills and educational accomplishments. Attendees at this seminar earn .8 CEUs per day. You will be mailed your certificate of completion reflecting CEUs earned.

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 visit www.dmacreatedmstrategies.org for the cancellation policy.

COMMITMENT TO CUSTOMER CHOICE

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

YOUR SATISFACTION IS GUARANTEED OR YOUR MONEY BACK

You will be 100% satisfied with what you learn or we will refund your registration fee in full.† We can afford to make this offer because we know that this seminar is going to exceed your expectations. It's part of our commitment to providing you with the highest quality in education and training.

George W. Markham
Director, Education Services
Direct Marketing Association, Inc.

† Requires written request within 30 days of the seminar.



ADVANCE YOUR CAREER WITH A CERTIFICATE IN DIRECT MARKETING

This seminar is part of DMA's Certificate in Direct Marketing. Through a wide variety of intensive and highly acclaimed seminars, you can gain the skills you need to maximize your work performance and give your career a boost! Please visit www.dmacertificate.org to get a listing of seminars in the program. For additional information or to receive an application please email DMcertificate@the-dma.org or call 212.768.7277, ext 1478.



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