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Direct Marketing Association, Inc.
1120 Avenue of the Americas
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3 reasons why you should attend DMA's Comprehensive Email Marketing Strategies Seminar

- Ensure that your campaigns reach your targets
- Meet both acquisition and retention objectives
- Comply with the latest federal privacy regulations

REGISTER NOW
to maximize your profits using effective
email marketing strategies!

KEY CODE:

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Comprehensive Email Marketing Strategies Seminar

Attendees save
40% off
one-year Silver
Membership to the Email
Experience Council.
(See inside for details.)

Attention Mailroom: If undeliverable to addressee indicated, please deliver to the Marketing Director.

Eye Popping
Email ROI

In-House
TRAINING
Available



SPECIAL OFFER FOR ATTENDEES!

Join the Email Experience Council when you register for this seminar and **pay only \$99 for the first year.** Visit www.emailexperience.org to learn more about the Email Experience Council.

ABOUT THIS EVENT

New challenges in the industry – like legislative restrictions and spam blockers – call for new strategies. In this advanced seminar, you'll learn how to take your email marketing to the next level and bring in more profits – in spite of government regulations and other barriers.

This cutting-edge, two-day seminar will go beyond the basics to teach you winning email marketing strategies you can apply today to acquire and retain more valuable customers. Join us as we delve deeply into everything from email lists and databases to creative and testing, and show you how to achieve more with less – and get noticed in a crowded marketplace.

WHY YOU SHOULD ATTEND

Attend this dynamic seminar and get answers to questions that make the difference between your success and failure, such as:

- We want to grow revenue from our customers – will email work?
- We want to convert more leads – how can we use email?
- We want to drive traffic to our website – is email a good strategy?
- How do we best handle unsubscribes?
- What should we be testing? Subject lines? Timing? Long vs. short copy?
- Are there ways to segment and strengthen messages to various groups?
- How do I know if a list is really an opt-out list?

WHO SHOULD ATTEND?

This seminar is ideal for professionals who are interested in developing their organizations' strategic use of email marketing.

Our most frequent attendees manage:

- Direct, Database, or Internet Marketing
- e-Commerce Businesses
- Strategic Planning
- Brand/Product Management
- Customer Acquisition/Retention
- Business Development
- Customer Relationship Management
- Public Relations

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POWER UP YOUR EMAIL MARKETING — AND PROFITS

BENEFITS OF ATTENDING

Gain hands-on experience planning and executing an actual email marketing campaign. In two days, learn how to:

- Meet your acquisition and retention objectives through the power of email
- Comply with changing regulations – including recent updates to the Federal CAN-SPAM Act
- Crank up response using the latest best practices
- Reach your target – every time
- Pack the most punch in each campaign with the best offers, contact strategies, and creative secrets
- Determine true campaign ROI by analyzing the measurements of success that matter
- Learn what's working and what isn't through testing and improve campaign performance

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 prior to the seminar. Make sure you bring your completed questionnaire to the seminar and ensure your questions and concerns are addressed.

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.

PRAISE FROM A PAST ATTENDEE

"Great teaching with up-to-date practical examples; Karen did a good job of supplementing with excellent white papers and group exercises that allowed us to apply concepts and learn from one another."

Dawn Kusick
VP Sales & Marketing
Freedom Communications

Call: 212.790.1500

LEVERAGE EMAIL MARKETING TO IMPROVE PROFITABILITY AND DECREASE MARKETING COSTS

OUTLINE

DAY 1:

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

9:00 A.M. – 5:00 P.M.

Email Today: Where the Industry Has Been, Where It's Headed

- A look at the history and evolution of email marketing and the major drivers
- How big is the industry? How fast is it growing? Get the latest studies, facts, and figures
- The changing landscape: Emerging players and the evolving role of email service providers

Permission, Laws, and Deliverability

- Why permission is the foundation of successful email marketing
- Opt-out and opt-in and the shades of gray in between
- The Federal CAN-SPAM Act: Are you in compliance?
- The role of ISPs in deliverability and email marketing effectiveness
- The latest spam-fighting and credibility-building tactics and how to stay on the good side of ISPs

Anatomy of an Email Marketing Program

- The first steps: Set the goal, define the objective, and develop a strategy
- The many ways commercial email can improve customer acquisition, retention, and communication — plus a review of actual campaigns
- A strategic approach to email: Where dialogue-building and trigger-based marketing may fit into your campaign
- Sort through all the issues related to timing and frequency

Explore the World of Email Lists and Databases

- Winning strategies for targeting and reaching your audience via email
- A crash course on sourcing, pricing, and using external (rented) email lists
- Get up-to-speed on how to collect email addresses and grow your in-house list

- Troubleshoot common problems in list processing, email database maintenance, and email address append

DAY 2:

9:00 A.M. – 5:00 P.M.

Produce Creative That Sizzles – Every Time

- The offer: Best practices for meeting your objectives and driving response – plus vital do's and don'ts
- Promotional and response-boosting tactics: Coupons, sweepstakes, games, and more
- Message formats: An update on text, HTML, Rich Media, and related delivery issues
- Make every message component pull harder – from subject line to body to footer
- The fundamentals of electronic newsletters
- Getting advanced creative tactics right – from viral marketing to animation

The Art and Science of Testing

- What's working? What isn't? How testing will give you the answers
- What should you test? In what priority?
- Developing the useful test matrix
- Creating a test series
- What you need to know to design effective tests and measurement procedures
- Examine how different test attributes affect different performance measures

Managing, Tracking, and Measuring Response

- Managing campaign response in all its forms: Expected and unexpected
- Handling unsubscribes and bounces
- Important tracking and response-measurement metrics in email
- Formulas and methods for response analysis
- How to measure email campaign ROI

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



Karen Talavera

President
Synchronicity Marketing

Karen Talavera is a nationally recognized email and direct marketing expert and president of the consulting firm Synchronicity Marketing which she founded in 2003. Synchronicity Marketing specializes in improving direct marketing effectiveness through multichannel integration and is a member of the DMA Email Experience Council. Karen is a board member of the Florida Direct Marketing Association (FDMA) and a member of the Marketing Executives Networking Group (MENG).

Karen frequently teaches, speaks, and writes on issues related to permission email around the country. Prior to forming Synchronicity Marketing, Karen was VP Marketing and Director of Marketing for a company acquired by Acxiom Digital and Yesmail, consecutively. Before entering the world of email marketing with Yesmail in 1999, Karen spent nearly 10 years in a variety of marketing and product development positions for information services giant Experian.

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



Co-sponsored by: DMA's Email Experience Council

The eec is a global professional organization that strives to enhance the image of email marketing and communications. www.emailexperience.org.

COMPANIES WHO HAVE ATTENDED THIS SEMINAR

- Ace Hardware Corporation
- America Online, Inc.
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- Bank of America Corporation
- Capital One
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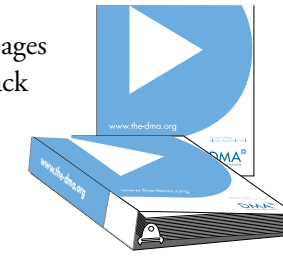


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Through a wide variety of intensive and highly acclaimed seminars, you can gain the skills you need to maximize your work performance and give your career a boost! Please visit www.dmacertificate.org to get a listing of seminars in the program. For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

FREE BONUS!

You will receive a workbook packed with almost 400 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!

Join us from 1:00 P.M. – 2:00 P.M. ET for these upcoming Navigating the World of Email Marketing Virtual Seminars	
Thursday, November 13, 2008	Top Ten Things You Need to Know About Email Testing
Thursday, January 15, 2009	Top Ten Things You Need to Know About Email Deliverability
Thursday, March 12, 2009	Top Ten Things You Need To Know About Email Segmentation
Register at www.dmaemailtechniques.org	



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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 this seminar is going to exceed your expectations. It's part of our commitment to providing you with the highest possible quality in education and training.

George W. Markham
Director, Education Services

† Requires written request within 30 days of the seminar. **Direct Marketing Association, Inc.**

4 WAYS TO REGISTER

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

REGISTRATION RATES*

DMA Member: \$1,399 Non-Member: \$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.dmaemail.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.

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