

# AGENDA AT-A-GLANCE\*

SESSION LEVEL KEY [F] = Fundamental [I] = Intermediate [A] = Advanced

ACQUISITION, RETENTION & RELATIONSHIP MANAGEMENT	MANAGEMENT, METRICS & SYSTEMS	MARKETING TECHNOLOGY & OPERATIONS	ONLINE MARKETING / INTERACTIVE MEDIA	STRATEGIES, FORECASTS & TRENDS	CREATIVE STRATEGY & EXECUTION	BRAND & DIRECT	LIST/DATABASE MANAGEMENT
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TUESDAY, JUNE 10

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9:00 A.M. – 10:00 A.M.	OPENING GENERAL SESSION KEYNOTE							9:00 A.M. – 10:00 A.M.	
10:00 A.M. – 5:00 P.M.	EXHIBIT HALL OPEN							10:00 A.M. – 5:00 P.M.	
10:45 A.M. – 11:40 A.M.	Nine Deadly Mistakes in Database Marketing and How to Avoid Them [I]	Socializing Your Business for Customer Insight and Loyalty [A]	Do You Know Where Your Marketing Dollars Are Going? Marketing Resource Management (MRM) Solutions Do [I]	Building Your Online Strategy and Plan [F]	Panel Discussion: Integrating Old and New Media Opportunities [A]	Direct Mail Strategies for Integrated Marketing Campaigns [I]	Brand Matters: Direct Marketing's Effect on Brand Building [A]	For detailed descriptions, go to <a href="http://www.dmdays.com">www.dmdays.com</a>	10:45 A.M. – 11:40 A.M.
11:50 A.M. – 12:45 P.M.	Turning Prospects into Long-Term Customers [I]	Do You Know the Value of Retaining Your Customer? [I]	Solutions Showdown: MRM and Dashboards	Website Usability: Balancing the Customer Experience and Conversions [F]	Revealing Retail Loyalty in Hot Demographic Segments: Where and Why We Buy [I]	Say Goodbye to Today's Biggest Direct Disaster — Poor Brand Integration [A]	Multichannel Convergence: The Consumer Battle of Online vs Offline [F]	Five "Must Do's" for an Effective B2B Marketing Database [I]	11:50 A.M. – 12:45 P.M.
12:45 P.M. – 2:00 P.M.	NETWORKING LUNCH							12:45 P.M. – 2:00 P.M.	
2:00 P.M. – 2:55 P.M.	Reaching the Savvy/Illusive High-Net Worth Luxury Consumer [A]	Going Beyond CPC Pricing [F]	How the Users Use Campaign Management Software [I]	Best Practices in Balancing Your Search Engine Optimization, Paid Search and Email Campaigns [F]	Can Social Media Be Used for Direct Response? [I]	Verizon Gets Personal with FIOS: Combining Brand Entertainment and Social Media for Local Markets [I]	Marketers Call on FREE Directory Assistance for Effective Branding Results [I]	For detailed descriptions, go to <a href="http://www.dmdays.com">www.dmdays.com</a>	2:00 P.M. – 2:55 P.M.
3:05 P.M. – 4:00 P.M.	Learn the 3-Step Multichannel and Opt-in Marketing Process. That's Achieving Response Rates of 40% Plus! [I]	Optimal Allocation of Promotion Budgets: Smarter Decisions with Market Potential Models [I]	Solutions Showdown: Campaign Management	Social Media and Measuring Your Online Success [I]	Multicultural Direct Marketing [F]	Consumer-Generated Content in the Real World — What Works and What Doesn't [F]	Mobile Marketing: 3... 2... 1... Lift Off! [A]	On-Demand, Predictive Modeling: Creating Competitive Advantage for Small and Medium Businesses [F]	3:05 P.M. – 4:00 P.M.
4:00 P.M. – 5:00 P.M.	NETWORKING RECEPTION							4:00 P.M. – 5:00 P.M.	
5:00 P.M. – 7:00 P.M.	DM DAYS SUMMER PARTY							5:00 P.M. – 7:00 P.M.	

WEDNESDAY, JUNE 11

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9:00 A.M. – 10:00 A.M.	KEYNOTE ADDRESS: DAVID SABLE							9:00 A.M. – 10:00 A.M.	
10:00 A.M. – 5:00 P.M.	EXHIBIT HALL OPEN							10:00 A.M. – 5:00 P.M.	
10:45 A.M. – 11:40 A.M.	The 1to1 Vision: Achieving the Next Level of Marketing Excellence [A]	Speed to Lead: Email That Closes the Sale and Keeps the Customer [I]	The Key to Efficient Creative Execution: Marketing Asset Management [I]	The Business of Social Media: Web 2.0 to Improve Search, Usability and ROI [I]	New Rules: 10 Trends That Will Impact Your Marketing Strategy, and How [A]	Envelopes by Design: Creating the Direct Mail Campaign of the 21st Century [I]	Social Networks as Marketing Tools: Great Opportunities; But Beware the Pitfalls! [I]	For detailed descriptions, go to <a href="http://www.dmdays.com">www.dmdays.com</a>	10:45 A.M. – 11:40 A.M.
11:50 A.M. – 12:45 P.M.	Financial Services Marketing 50+ Marketing: The Good, The Bad and The You'd Better-Get-It-Right [I]	Advanced Search Bidding Techniques [I]	Solutions Showdown: Marketing Asset Management	Web 2.0: Social Networking User Generated Content and Digital Advertising [I]	Mobile: The New Face of Marketing and Customer Service [I]	Birth of a New Media: Mobile Marketing 101 [A]	Search Engine Marketing for SMBs — Tapping Google's Sales Force [F]	Know Your Data — and Get the Most from It [I]	11:50 A.M. – 12:45 P.M.
12:45 P.M. – 2:00 P.M.	NETWORKING LUNCH							12:45 P.M. – 2:00 P.M.	
2:00 P.M. – 2:55 P.M.	Take Shopping to the Next Level by Combining Relevant Media and Self-Service [I]	Know Thy Customer: Utilizing Customer Segmentation to Develop Relevant Email Contact Strategies [I]	Integrated Marketing: Variable Data Outputs for the Web, Email and Print [I]	Harnessing the Power of the Online Community: A Case Study [I]	Marketing 2.0: The New Way to Create Customer Loyalty [F]	What is a "Full-Service Advertising Agency" Anyway? [F]	"Direct" is the New Brand Advertising [I]	For detailed descriptions, go to <a href="http://www.dmdays.com">www.dmdays.com</a>	2:00 P.M. – 2:55 P.M.
3:25 P.M. – 4:20 P.M.	Why You Need (and How to Afford) a Prospect Database [I]	Testing for Marketers: Why You Must Get with the Program [A]	Solutions Showdown: Variable Data Outputs for the Web, Email and Print	State of the Agency: The Impact of Digital Automation on Positioning, Process and Profits [A]	Postal Optimization Strategies to Help Reduce Cost and Maximize ROI [I]	Balancing Eco-Friendly Consideration with Marketing Effectiveness in Direct Mail [I]	Auction-Based Media Marketplaces — What's New, and What it Means for Advertisers [I]	Proven Techniques to Build an Engaged Email List [F]	3:25 P.M. – 4:20 P.M.
4:20 P.M. – 5:00 P.M.	NETWORKING RECEPTION							4:20 P.M. – 5:00 P.M.	

THURSDAY, JUNE 12

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9:00 A.M. – 10:00 A.M.	KEYNOTE ADDRESS: ELAINE LENNOX							9:00 A.M. – 10:00 A.M.	
10:00 A.M. – 3:00 P.M.	EXHIBIT HALL OPEN							10:00 A.M. – 3:00 P.M.	
10:45 A.M. – 11:40 A.M.	45 Environmentally Friendly Direct Mail Ideas in 45 Minutes [I]	Marketing Value — One Interaction/Transaction at a Time [A]	Search Engine Optimization — How Some Marketers Are Getting It Right [I]	The Online Advertising Boomerang: Targeting Ads Online Without Violating Consumer Privacy [F]	<b>INTENSIVE WORKSHOPS</b> Learn the 4 Critical Steps for Achieving Double-Digit Multichannel and Opt-in Marketing Results — Part 1 [I]	<b>DIRECTO DAY</b> A Brave New World: How Companies Are Successfully Marketing to US Hispanics [F]	<b>INTERNATIONAL DAY</b> The State of Direct Marketing Worldwide: Is the World Truly Flat? [F]	<b>LIST DAY</b> The Importance of Strategies for Implementing Enterprise-Wide Data Management [A]	10:45 A.M. – 11:40 A.M.
11:50 A.M. – 12:45 P.M.	Seeking Qualified Prospects: B2B Multichannel Acquisition Strategies [F]	Direct Mail and the Environment: It's All about Choice [I]	For detailed descriptions, go to <a href="http://www.dmdays.com">www.dmdays.com</a>	Global Search: Managing Campaigns Across Countries and Continents [I]	Learn the 4 Critical Steps for Achieving Double-Digit Multichannel and Opt-in Marketing Results — Part 2 [I]	How to Organically Build Hispanic Email Lists [I]	Macro Trends in Direct Marketing: A Perspective from Asia [F]	Finding Business Clients in a Universe of Consumers [I]	11:50 A.M. – 12:45 P.M.
12:45 P.M. – 1:30 P.M.	NETWORKING LUNCH							12:45 P.M. – 1:30 P.M.	
1:30 P.M. – 2:25 P.M.	Fulfillment Marketing Breathes New Life into Colonial Supplemental Insurance [I]	Walk Before You Run: Lessons from Direct to Digital Marketing [I]	User Panel: Use It or Lose It — Web Analytics, the New "Must Have" for Web Marketers [I]	Search Marketing: What's in a Good Ad? [I]	Social Media 101: Blogging, Podcasting and Social Networking Basics — Part 1 [F]	Finding the Sweet Spot: Hispanic Marketing for a New Decade [I]	Macro Trends in Direct Marketing: A Perspective from Latin America [F]	Tap into Unknown Markets by Creating New Verticals [F]	1:30 P.M. – 2:25 P.M.
2:25 P.M. – 3:00 P.M.	REFRESHMENT BREAK IN THE EXHIBIT HALL							2:25 P.M. – 3:00 P.M.	
3:00 P.M. – 3:55 P.M.	Making the Most of Your Mailings with Intelligent Mail [I]	For detailed descriptions, go to <a href="http://www.dmdays.com">www.dmdays.com</a>	Solutions Showdown: Web Analytics	"E" Is for Exceptional Email — 20 Tactics to Transform Your Email Marketing [I]	Social Media 101: Blogging, Podcasting and Social Networking Basics — Part 2 [F]	Tap into the Fastest Growing Market in America...Hispanic DRTV [I]	Macro Trends in Direct Marketing: A Perspective from Europe [F]	Email Acquisition 2.0 [I]	3:00 P.M. – 3:55 P.M.

\* Agenda subject to change