

DMA Annual 2009 CRIB SHEET

No time to pore over the telephone book-sized show directory in search of sessions? *DMNews* tells you what you can't afford to miss, whether you're a beginner or an industry leader

I want the basics ...

beginner

Monday

11:15 AM - 12:15 PM

Room 8

Who? What? Why? Social Media and Your Marketing Plan

Join Joy Schwartz, co-president of Euro RSCG Chicago, AOL veteran Amanda Vega and Lon Safko, author of *The Social Media Bible*, in a discussion about how to build and launch a social marketing program. They'll share blogs, social media footprint software and comment marketing instructions for your business.

3:00 PM - 4:15 PM

Room 1A

Email Direct Marketing Techniques

Get tips on how to improve or design your company's e-mail marketing

program to acquire new customers, generate sales, and increase customer spending from Reggie Brady, a 20-year veteran of direct marketing, specializing in e-mail, privacy and database building.

Tuesday

11:15 AM - 12:15 PM

Room 1A

A Stimulus Package for New & Novice Copywriters: Learn How to Build An Offer

The Write Answers Copywriting & Consulting executives Peter Britton and Sophia Maksymchak bring 20 years of direct response copy expertise to this session on turning features into benefits, benefits into advantages, and advantages into a unique selling proposition.

2:00 PM - 3:00 PM

Room 7B

The Strategic & Tactical Benefits of Business Segmentation

Susan Brown, VP of marketing and group manager at California Bank & Trust will speak about the lift her company gained from a custom segmentation initiative. Neil Aldridge, director of financial services group at Nielsen Claritas, will also share his tips on business-to-business prospecting and targeting.

Wednesday

8:45 AM - 9:45 AM

Room 3

The Missing Data Quandary: Feed the Database & Perfect the Models

Peg Kuman, CEO at Telematch, Inc., Bob Brauer, president and co-founder at Strikelron, and David Burton, product director of CRM Services at Epicor Retail, discuss the best ways to close the gaps and uncover missing data, as well as how to generate self-reported data to new marketplace sources.

10:00 AM - 11:00 AM

Room 1A

Post-click marketing: How to turn Web traffic into prospects

Christopher Golec, CEO of Demandbase, and Kirk Krenshaw, marketing director at Appirio will share best practices in post-click marketing and tips on how to use more than Google analytics to get value from search campaigns.

I need actionable insights for the marketing team I oversee ...

advanced

Monday

11:15 AM - 12:15 PM

Room 25AB

No More Silos: Integrate Your Online Marketing Strategy

Rich Fleck, VP of strategic services at Merkle, will discuss the ways to integration data across interactive channels. You will learn how to build an effective e-mail strategy, fight list fatigue with a targeted online segmentation strategy and create a more comprehensive view of customer behavior.

3:00 PM - 4:15 PM

Room 4

Database Analytics: Pathway to Sustainable ROI

Dawn DiMartino, VP of marketing programs & analytics at Iron Mountain;

Michael Fisher, SVP of sales & marketing, The Americas at Alterian; and Doug Michaud, VP of marketing services at Extraprise, show how Iron Mountain increased marketing effectiveness by implementing a strategic database marketing analytics program. You'll learn to use your database to its fullest and have a closed-loop sales and marketing cycle.

Tuesday

11:15 AM - 12:15 PM

Room 4

New Discipline in an Old Industry: Data-Driven Marketing in Automotive

AutoNation partnered with Aspen Marketing to build a new DM roadmap with advanced analytics. Kirk Gripenshaw, VP, managing director of advanced analytics at Aspen Marketing Services

and Gary Marcotte, SVP of marketing at AutoNation will outline the shift to direct, the analytics behind it and tips on how to increase retention.

10:00 AM - 11:00 AM,

Room 6F

Using Marketing Mix Modeling to Manage Your Marketing Spend

Rafael Bradley, analytic director at iKnowtion; and Nancie Freitas, CMO of Constant Contact, will show how using marketing mix modeling can assess the effectiveness of multimedia investments, forecast marketing performance and improve your bottom line.

Wednesday

8:45 AM - 9:45 AM

Room 4

Challenge '09:

Turn Insights Into Action

Bradley Rukstales, president at CAC Group, will describe ways to turn primary research on consumer behavior into actionable databases and customization of communications. This session will cover how leading companies are addressing this challenge.

10:00 AM - 11:00 AM

Room 4

New Measurement for the New Direct Marketing

Chuck McLeester, SVP at Roska Direct Advertising, will discuss how to use research, sales data & engagement scores for measurement and how to account for long-term branding effects on future sales.

I'm an expert and I want to hear from the brand leaders in the know ...

expert

Monday

11:15 AM - 12:15 PM

Room 9

Using Variable Video to Create an Engaging Dialogue with Your Customers

Julie Schorr, VP of marketing at Marriott Vacation Club International, along with Randy Spurrier, CEO at Nimblefish Technologies, will look at how relevant and variable video can increase response rates and engagement, as well as cost and operational challenges inherent in the use of variable video.

3:00 PM - 4:15 PM

Room 7A

Internet Law & Privacy: Global Impact on Marketers and Consumers

Aaron Kornblum, director of security policy for the Interactive Entertainment Business at Microsoft, will outline issues such

as online behavioral advertising, social media, mobile and the Internet; and the current state of privacy and upcoming self-regulatory initiatives to ensure a balance between optimal interactive marketing and consumer privacy protections. Senny Boone, SVP of corporate & social responsibility at the DMA; Rosevelie Marquez Morales Esq., associate at Harris Beach PLLC; and Stu Ingis, partner at Venable LLP, are also on the panel.

Tuesday

11:15 AM - 12:15 PM

Room 11A

Customer Engagement and Value: Stop Guessing, Start Measuring

Matthew Moller, senior manager of CRM at Samsung; and Peter Vandre, director of quantitative solutions at Merkle Inc., will discuss a new approach to measuring the impact of customer engagement

activities, and show you how Samsung used this method to market smarter.

2:00 PM - 3:00 PM

Room 3

Automated Predictive Modeling: Cox Communications Shows It's Possible

Parimala Narasimha, manager of marketing sciences at Cox Communications, details her process for refreshing, validating and deploying its cross-sell and retention models every month — for 20 regions of the country and 19 different products. Laura Squier, VP Technical Services at Cox partner KXEN, also speaks.

Wednesday

8:45 AM - 9:45 AM

Room 6F

Testing More with Less: Best Practices from Hearst and Visa

Learn how Hearst and Visa merge cutting-edge science and creative freedom to test more with less. Charles Swift, VP of database strategy and marketing, and Heather Plant, promotions director at Hearst Magazines and Steven McConnell, senior business leader at Visa Inc. will discuss with Gordon Bell, president at LucidView, moderating.

10:00 AM - 11:00 AM

Room 6E

Ultimate E-mail Marketing: Big Brands Square Off

Marketing executives Donna Wells, CMO of Mint.com; Dan Schreiberstein, online marketing manager at The Motley Fool; and Jared Dent, database and marketing operations manager at Turner Sports will candidly critique each other's campaigns as they compete for the title of ultimate e-mail marketer.