

# 9 Educational Tracks

HELP YOU CHART YOUR COURSE OF STUDY

**SESSIONS BY LEVEL**

**[F] FUNDAMENTAL**  
Fundamental sessions will teach you the basics and give you an overall introduction to the subject matter.

**[I] INTERMEDIATE**  
General knowledge of the track in which the session resides is helpful to fully benefit from the information being presented.

**[A] ADVANCED**  
Designed for the seasoned marketing professional who actively works on the subject matter being presented.

**AGENDA AT-A-GLANCE\***

**PRE-CONFERENCE INTENSIVES**

- SAT., OCT. 11**
- Direct Marketing University **D**
  - Email Marketing
  - Fast & Furious Creative Tune-Up **D**
  - Acquisition and Retention **D**
  - Online Optimization / Marketing Automation
  - Mobile Marketing

**SUN., OCT. 12**

- Direct Marketing University **D**
- Email Marketing
- Fast & Furious Creative Tune-Up **D**
- Acquisition and Retention **D**
- Online Optimization / Marketing Automation
- Mobile Marketing
- Master Class Series **NEW**
- Web Analytics Association Base Camp **NEW**

**POST-CONFERENCE INTENSIVES**

- WED., OCT. 15**
- Creative Strategies **D**
  - Search Engine Marketing
  - Database Marketing
  - Digital Publishing **NEW**
  - Loyalty & Retention
  - Multichannel Marketing **NEW**

**THURS., OCT. 16**

- Creative Strategies **D**
- Search Engine Marketing
- Database Marketing
- Digital Publishing **NEW**
- Loyalty & Retention
- Multichannel Marketing **NEW**

	ACQUISITION AND PROSPECTING	CREATIVE STRATEGIES	DATABASE AND ANALYTICS	EMERGING CHANNELS	MARKETING BOOT CAMP	MULTICHANNEL INTEGRATION	ONLINE MARKETING	PRODUCTION STRATEGIES	RETENTION AND LOYALTY							
MON., OCT. 13	8:30 A.M. – 10:25 A.M. OPENING GENERAL SESSION															
	10:00 A.M. – 5:00 P.M. EXHIBIT HALL OPEN															
	11:15 A.M. – 12:15 P.M.	How Microsoft is Tripling Efficiency by Globalizing its Lead Management System [I]	Harnessing Human Behavior: 13 Steps to Must-Read Mailings [I]	Creative Master Class [A]	Small Business Case Study: Leveraging Relational Databases for Optimal Results [I]	Co-Registration, Cost-Per-Lead Marketing, Email Exchanges and More! [I]	Database Marketing 2.0: The Next Generation of Database Marketers [A]	The Newest Search: Giving Advertisers a Voice [F]	Introduction to Analytics, Response, Conversion and PPC [F]	How Politics Can Turbo Charge Your Brand and Bottom Line [I]	The Top Ten Privacy (and other) Mistakes Made by US Marketers in Europe [I]	Blog Monetization: From Soup to Nuts [I]	Profiting Throughout the Search Engine Sales Cycle: Turn Words Into Action! [I]	Leveraging Digital Magazines to Boost Conversions and Build-In Value [I]	How Honda Empowered 1,200 Service Managers to Increase Service Loyalty [A]	Retention & Loyalty through Engagement: The AARP Story [I]
	12:15 P.M. – 1:30 P.M.	ASK-THE-EXPERTS ROUNDTABLES					NETWORKING LUNCH IN HALL									
	1:45 P.M. – 2:45 P.M.	THOUGHT LEADERSHIP SERIES — Convergence Marketing: The Common Ground Where Brand and Direct Deliver Sustainable Brand and Unprecedented Profits					THOUGHT LEADERSHIP SERIES — Online Survival Tools in an Uncertain Economy									
	3:00 P.M. – 4:15 P.M.	Strategic Marketing Roadmap to Evaluate Consumer Credit Data Alternatives [I]	Breaking the Ice: How DM Warms Up Cold Prospects [I]	Learn to Create Campaigns, Increase Response Rates Utilizing Actionable Analytics [I]	Advanced Testing — Taking a Deep Dive [A]	50+ Boomers to Seniors... The NEW Marketing Core Competency [I]	Relevance Marketing: How Technology Enables Custom Dialogue with Your Customers [A]	Stop Sabotaging Your Test Results: 5-Steps to Proper Test Design [F]	Analytically-Driven Email and DM Integration [A]	Green Your Marketing to Meet Customer Environmental Expectations [I]	Meet the Global Leaders – 5 Country Overview [I]	Email Marketing Boot Camp [F]	Monetizing Your E-Commerce Data For Maximized Revenue [A]	Get Personal. Get Results! Personalization Techniques that work [I]	Guests First: A Fantastic Sams' CRM Winning Strategy [I]	
	4:00 P.M. – 5:00 P.M.	EXHIBIT HALL MEET AND GREET RECEPTION					EXHIBIT HALL MEET AND GREET RECEPTION									
	8:30 A.M. – 9:45 A.M.	THOUGHT LEADERSHIP SERIES — Clarity in a World of Confusion: Fostering Growth in Turbulent Times					THOUGHT LEADERSHIP SERIES — THE FUTURE OF ONLINE COMMUNITY AND COMMERCE									
	10:00 A.M. – 5:00 P.M.	EXHIBIT HALL OPEN														
	10:15 A.M. – 11:15 A.M.	GENERAL SESSION AND MARKETER OF THE YEAR AWARD														
12:30 P.M. – 1:45 P.M.	HALL OF FAME LUNCHEON															
2:00 P.M. – 3:00 P.M.	Engagement. Engagement. Getting The Most ROI for Your Buck [A]	From John Q. Sample to Juan Q. Sample: Connecting Your Creative with Hispanics [I]	The Next Big Thing: Advanced Marketing Analytics [I]	New Advances In Segmentation Methodology for Direct Marketing [I]	Keys to Predictive Modeling Revealed [I]	Widgets 2.0 — Leverage User-Generated and Distributed Content [I]	Database Marketing: From Database Development to Analytically-driven Contact Strategies [F]	Using DM To Build Brands, One Customer at a Time [I]	Optimizing Results in Multichannel, Multi-Product Marketing [I]	Commitment to Consumer Choice [I]	The Rise of Universal Search — A Changing Landscape [I]	Tailored Email Campaigns: Dissecting The Anatomy Of An Engaged User [F]	Blueprint for Custom Communications Success: A Cross-Media Personalization Approach [I]	Brand Promises At Work In Personal E-Communications [I]	Harnessing the Power of Partnership Marketing to Improve Customer Engagement [I]	
4:15 P.M. – 5:00 P.M.	THOUGHT LEADERSHIP SERIES — Online Behavioral Advertising: Going Beyond Context and Search to Better Conversions					THOUGHT LEADERSHIP SERIES — Research Revelation 2008: The Multichannel Consumer — Fact or Fiction?										
6:30 P.M. – 9:45 P.M.	ECHO AWARDS GALA @ BELLAGIO LAS VEGAS															
WED., OCT. 15	10:00 A.M. – 11:00 A.M.	Putting the Brand in Financial Services Marketing [I]	New Measurement for the New Direct Marketing [I]	Creativity for the Rest of Us [I]	Practical Analytics — Real World Examples of Analytics In Practice [I]	Insight Applied: How Incremental Results Are Changing Financial Services Marketing [I]	Using Viable Video to Create an Engaging Dialogue with Your Customers [A]	Using Social Networking to Drive E-Commerce Sales and Loyalty [I]	Email Direct Marketing Techniques [F]	Is Your Brand Sticky? Creating Advocacy with a Brand Experience [I]	Mobile Marketing: Legally Reaching Important New Audiences [I]	Winner, Winner, Chicken Dinner: How the Founder of the MIT Blackjack Team Can Help You "Beat the House" [I]	Using Inserts to Drive Your Prospect to the Web [A]	Case Study: Strategic Fulfillment Marketing Program Investigates Colonial Life [I]	Loyalty Leaders Tell All: Maximizing the Customer Experience [F]	RSS Communications: Generating Sales and Growing Relationships [I]
	11:15 A.M. – 12:15 P.M.	GENERAL SESSION														

**ENCORE! ENCORE!** This symbol **D** signifies that one of the most requested and highest rated sessions from DMA07 is **back by popular demand**.

\*Schedule subject to change