

11. Feeding the Monster: Engaging Consumers with Digital Signage Content

Learning Points:

- Best practices for content based on demographics and lifestyle
- Discover keys for building a strategy for content on digital signage
- Learn the 3 steps for developing great, successful content

Keith Kelsen, Founder and Executive Chairman, *The Media Tile Company*

12. Case Study: Increasing Subscriber Engagement with Digital Editions

Learning Points:

- Use digital editions to support print circulation goals
- Engage subscribers and leverage social networks with branded content
- Use data from digital usage to refine print content

Cimarron Buser, SVP, Marketing, *Texterity, Inc.*

13. Direct Mail Going Green. . .Separating Fact From Fiction

Learning Points:

- Learn how to use the five Rs to reduce your carbon footprint
- How digital, ink jet, and the new USPS IMB make "green" easy
- Determine how to do more with less to be green at less cost

Brook Spaulding, Principal and CTO, *7R Communications*

14. Social CRM: Optimizing Social Commerce

Learning Points:

- Monetize ongoing consumer dialog about your brand
- Prioritize social media investments to ensure success
- Learn how to execute and measure social media campaigns

Jeffrey W. Clayton, VP, Interactive Product Strategy, *Merkle Inc.*

15. Banking Gone Promotional: Strategically Offering Multiple Products

Learning Points:

- Learn how to reposition your image even during the bad times
- How to use a multichannel campaign to your direct advantage
- Learn how multiproduct modeling can increase relevance

James Sweeney, Partner, Creative Director, *Gain Response Marketing*

Michael Granoff, VP, Senior Direct Marketing Manager, *Citizens Bank*

16. Email in a Web 2.0 World

Learning Points:

- Segment email lists to enhance relevance
- Learn key tactics to improve email deliverability
- Improve email marketing effectiveness with Web 2.0 technologies

Loren McDonald, VP, Industry Relations, *Silverpop*

17. Case Study: Michelin's Indirect Dealer Program

Learning Points:

- Primary objective of an independent dealer program
- Learn how Michelin overcame barriers from stakeholders
- Navigate the complexities of marketing to indirect partners

Dan Carrothers, COO, *DATA CORE Marketing*

Robert (Bob) Schaffner, Distribution Development Manager, Wholesale, *Michelin North America*

18. Level the Playing Field: Online Tools That Sharpen Your Marketing Edge

Learning Points:

- Compete and even grow during the recession
- Increase and build loyalty through direct and email marketing
- Improve current marketing campaigns to help increase ROI

Alan Keller, VP, Business Development, *VerticalResponse*

19. Measuring Performance Across Marketing Channels

Learning Points:

- Learn about existing technologies for multichannel tracking
- Integrate performance data across different marketing channels
- Learn alternative approaches to implement multichannel analytical solutions

David Wilson, President & CEO, *Wilson RMS*

20. Turning 1:1 Sales Data Into 5:1 ROI

Learning Points:

- Learn about segmentation; most valuable consumers
- How personalized emails and microsites can improve your ROI
- Learn about building customer loyalty with direct marketing

Jim Lewis, CEO, *Relationship Marketing*

21. Driving Sales in an Economic Downturn

Learning Points:

- Leverage data and analytics to drive consumer insights
- Turn insights into more powerful experiences across channels
- How real-time measurement influences consumer communications

Kimberley Walsh, EVP, Creative Director, *Targetbase*

22. Creating Marketing Campaigns That Drive Sales

Learning Points:

- Identify goals and establish an integrated marketing strategy
- Discover realistic implementation tips and techniques
- Establish measures of success and methods for tracking them

KeleMarie Lyons, President, *Pinnacle XL, Inc.*

Jennifer Stearns, Manager, Commercial Promotions, *TDS*

23. B-to-B Search: Why No Other Media Represents So Much Opportunity

Learning Points:

- Learn how B-to-B search differs from B-to-C search
- Learn specific strategies for driving conversions in B-to-B search
- Learn what mistakes to avoid in B-to-B search

John McCarthy, Director, Search Engine Optimization, *WebMetro*

Galen De Young, Managing Director, *Proteus SEO*

24. 8 Things You Aren't Doing to Maximize Your Online Marketing Results

Learning Points:

- Discover easy techniques to boost rankings in Google, Yahoo!, and MSN
- Learn important factors in a landing page to drive conversion
- Find out ways to cut inefficient spend in paid search campaigns

Michael Mothner, Founder & CEO, *Wpromote Inc.*

25. B-to-B Social Media and Online Reputation Management

Learning Points:

- Leverage the social networks for improved visibility
- How vertical directories can drive incremental traffic from Google
- Allocate resources against social networking opportunities

Kevin Lee, CEO, *Didit*

26. Lifecycle Email Messaging: Learn From the Pros

Learning Points:

- Identify 5 critical stages of the customer lifecycle
- Roles targeting and segmentation play in lifecycle messaging
- Learn how top brands create automated email campaigns that remain relevant at every stage of the customer lifecycle

Jeremy Swift, Director of Client Relations, *BlueHornet*

27. Enhancing your Traditional Marketing with Mobile

Learning Points:

- How brands are integrating mobile with traditional marketing
- Learn about different types of mobile campaigns
- Implement a mobile marketing campaign

Mathew Valleskey, Head of Marketing, Mobile Services, *Neustar*

28. Creating a Profitable and Sustainable Online Media Program

Learning Points:

- Prioritize online marketing channels when budgets are tight
- Maximize the power of search, online media, and social media
- Assure marketing sustainability by managing risks

Annika Bryntse, Media Director, *True North Inc.*

29. How to Create Winning Social Media Strategies

Learning Points:

- Learn best practices for integrating social media with traditional marketing
- Increase lead generation, customer loyalty and retention
- Understand the risks and benefits of using social media

Myles Bristowe, Chief Marketing Officer, *Commonwealth Creative Associates*

30. Google Tips for Driving Off-the-Charts ROI With Online Ads

Learning Points:

- How online ads compare to other forms of direct marketing
- Understand Google tools to identify marketing insights
- Best ways to create ROI-positive campaigns

Frederick Vallaes, AdWords Evangelist, *Google Inc.*

31. The ROI of Personalization

Learning Points:

- Implement a successful timely, targeted and trackable TransPromo
- Achieve higher ROI with cost-effective multichannel marketing
- Encourage brand loyalty with the right level of personalization

Lee Gallagher, Director of Direct Marketing Solutions, *InfoPrint Solutions Company*

Ryun Lambson, Manager of Marketing Programs, *Best Western*

32. Data-Driven Marketing Strategies

Learning Points:

- Determine who your customers are
- Identify customer acquisition opportunities for your business
- Develop retention strategies to keep customers active

Mike Grant, President and Data Driven Marketing Expert, *Michael Grant Direct*