

DMA09 MASTER CLASS



The Master Class is an advanced level full-day event designed for experienced professionals in the direct marketing industry. Industry experts from some of the leading marketing organizations will discuss insightful and thought-provoking issues that will be applicable to

all senior professionals. Four stimulating intensive sessions will expand your outlook on the future of global integrated marketing. You will leave with a deep understanding of where direct marketing is headed and how to incorporate your company in the transition.*

Sunday, October 17

Location: Room 26AB

WELCOME

9:00 A.M. – 9:05 A.M.



Paul A. McDonnough
Vice President, Conference & Events, **DMA**

MASTER CLASS KEYNOTE

9:05 A.M. – 10:10 A.M.

A comScore Update: Marketing on the Internet: Evaluating and Measuring the Impact of Online Advertising



Gian Fulgoni
Chairman and Co-Founder, **comScore Inc.**

Whether driving traffic to a content website, building e-commerce sales or using the internet to market products and services that are bought offline, successful marketers require superior consumer insight to help them design successful marketing strategies, minimize risk and maximize revenue. This Master Class will offer attendees insights and best practices to get the most out of their online marketing efforts by utilizing proven metrics and measurements.

INNOVATIONS IN MARKETING LEADERSHIP

10:20 A.M. – 11:15 A.M.

Re-Set: A Closer Examination of the Global Pull Society



Kirsten Dinesen
Founder and Owner, *Front Page*, **GOOGLE**
Assistant Professor, Aarhus School of Business, **Denmark**

The modern consumers have presented the business community with the biggest challenge in many years. They have taken charge of communication – and have no intention of letting go again. They demand dialogue, they have expectations regarding ethics, and they challenge businesses. This is the reality of “The Pull Society”. Kirsten Dinesen shares her eye-opening findings and thoughts:

How shall we as businesses plan our strategies and engage with our customers, in a world where communication has shifted from push to pull? How can we “roll with energy,” and engage with the modern consumer, without losing the value of our brand?

DMA09 LUNCHEON KEYNOTE

11:30 A.M. – 12:45 P.M.



Scott Monty
Global Digital & Communications Manager
Ford Motor Company

Routes to Revenue: Ways to Achieve Top Line Growth in Recessionary Times

1:00 P.M. – 1:50 P.M.

Sponsored by **CMO Council**



Moderator:
Liz Miller
Vice President, Programs & Operations, **CMO Council**

This interactive session will explore how marketers can drive top-line growth and become assertive in owning customer insight, experience, loyalty, and advocacy. According to the CMO Council's *Routes to Revenue* research, it's time for marketers to get back to basics and drive fundamental back-end processes and analytics that can create business value.

Liz Miller will moderate a distinguished panel of marketing executives.

Leading CRM Practices for a Changing Economy: The Neuromancers

1:50 P.M. – 2:35 P.M.



Kelly Hlavinka
Director, **COLLOQUY**

Is there a “buy button” inside the human mind? That's the billion-dollar question and to answer it, a new generation of marketers is coming for your customers' brains. Their work will impact marketing budgets, reward design, dialogue marketing, customer segmentation and more. Join Kelly and COLLOQUY as we slide into the MRI machine for a closer look at the burgeoning field of neuromarketing and explore the implications for loyalty marketers.

*(*Schedule subject to change.)*