

**SESSION ROOM ASSIGNMENTS**

**Saturday, October 17**

<u>DATE</u>	<u>START</u>	<u>END</u> <u>TIME</u>	<u>SESSION TITLE</u>	<u>TRACK</u>	<u>Room Capacity</u>	<u>ROOM / LEVEL</u>
<b>Pre-Conference Intensives - San Diego Convention Center</b>						-
Sat 10/17/09	10:00 AM	4:30 PM	Direct Marketing University	Direct Marketing University	School Room: 69	23 C - Upper East Level
Sat 10/17/09	10:00 AM	4:30 PM	Mobile Marketing	Mobile Marketing	School Room: 81	24 A - Upper East Level
Sat 10/17/09	10:00 AM	4:30 PM	Fast & Furious Creative Workshop	Fast & Furious Creative Workshop	School Room: 124	24 BC - Upper East Level
Sat 10/17/09	10:00 AM	4:30 PM	Email Marketing	Email Marketing	School Room:156	25 AB - Upper East Level
Sat 10/17/09	10:00 AM	4:30 PM	Online Optimization	Online Optimization	School Room: 93	25 C - Upper East Level
Sat 10/17/09	10:00 AM	4:30 PM	Acquisition and Retention	Acquisition and Retention	School Room: 93	27 A/B - Upper East Level
Sat 10/17/09	10:00 AM	4:30PM	Online Marketing Institute	Online Marketing Institute	School Room: 76	22 - Upper East Level

**SESSION ROOM ASSIGNMENTS**

**Sunday, October 18**

<u>DATE</u>	<u>START</u>	<u>END TIME</u>	<u>SESSION TITLE</u>	<u>TRACK</u>	<u>Room Capacity</u>	<u>ROOM / LEVEL</u>
<b>PRE-CONFERENCE - San Diego Convention Center</b>						
Sun 10/18/09	9:00 AM	2:25 PM	Direct Marketing University	Direct Marketing University	School Room: 69	23 C - Upper East Level
Sun 10/18/09	9:00 AM	2:25 PM	Mobile Marketing	Mobile Marketing	School Room: 81	24 A - Upper East Level
Sun 10/18/09	9:00 AM	2:25 PM	Fast & Furious Creative Workshop	Fast & Furious Creative Workshop	School Room: 124	24 BC - Upper East Level
Sun 10/18/09	9:00 AM	2:25 PM	Email Marketing	Email Marketing	School Room:156	25 AB - Upper East Level
Sun 10/18/09	9:00 AM	2:25 PM	Online Optimization	Online Optimization	School Room: 93	25 C - Upper East Level
Sun 10/18/09	9:00 AM	2:25 PM	Acquisition and Retention	Acquisition and Retention	School Room: 93	27 A/B - Upper East Level
Sun 10/18/09	9:00 AM	3:30 PM	Online Marketing Institute Workshop	Online Marketing Institute Workshop	School Room: 76	22 - Upper East Level
Sun 10/18/09	9:00 AM	2:25 PM	Master Class	Master Class	School Room: 150	26A/B

## SESSION ROOM ASSIGNMENTS

### Monday, October 19

DATE	START	END TIME	SESSION TITLE	TRACK	Room Capacity	ROOM / LEVEL
Mon 10/19/09	8:30 AM	10:25 AM	<b>Opening Keynote Presentation:</b> John A. Greco - President, CEO Martha Stewart, Founder, Martha Stewart Living Omnimedia, Inc.	-		Hall F - Level 1
Mon 10/19/09	9:30 AM	5:30 PM	<b>Web Usability 1:1 Labs</b>	-		25C Foyer - Upper East Level
<b>CONCURRENT SESSIONS: 11:15 AM TO 12: 15 PM</b>						
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 1:</b> Understanding Direct Mail Impact and Optimizing ROI	DM Basics	121 - Class/Theater	1A - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 2:</b> Building Successful Automated Marketing Around Behavior-Based Triggers	Trigger Marketing	121 - Class/Theater	1 B - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 3:</b> Harnessing Human Behavior: 13 Steps to Must-Read Mailings	Creative and Production Strategies	214 - Class/Theater	2 - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 4:</b> Trends, Threats and Issues in Online Behavioral Marketing	Database & Analytics	172 - Class/Theater	3 - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 5:</b> How Incremental Results Are Changing Financial Services Marketing	Database & Analytics	172 - Class/Theater	4 - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 6:</b> Email Marketing Boot Camp	Online Optimization	121 - Class/Theater	5A - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 8:</b> Is Your Brand Sticky? Creating Advocacy With A Brand Experience	Multichannel Strategies	358 - Class/Theater	6C - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 9:</b> Creative Master Class	Creative and Production Strategies	258 - Class/Theater	6 E - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 10:</b> Online Behavioral Advertising: Let Multichannel Assessts Drive Online Success	Multichannel Strategies	358 - Class/Theater	6F - Upper West Level



**SESSION ROOM ASSIGNMENTS**

**Monday, October 19 (continued)**

Mon 10/19/09	11:15 AM	12:15 PM	<b>S 11:</b> Mobile Marketing: Legally Reaching Important New Audiences	Corporate & Social Responsibility	113 - Class/Theater	7A - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 12:</b> Creating Strategic Planning Roadmaps	Acquisition & Prospecting	121 - Class/Theater	7 B - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 13:</b> Social Media and Your Marketing Plan	Leveraging New Media	214 - Class/Theater	8 - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 14:</b> Using Variable Video to Create Engaging Dialogue	Leveraging New Media	172 - Class/Theater	9 - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 15:</b> Wired Grandmas Revisited	Acquisition & Prospecting	172 - Class/Theater	10 - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 15:</b> Loyalty Leaders Tell All	Retention & Loyalty, <i>BBPD</i>	121 - Class/Theater	11 A - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 16:</b> Email, Online, and Direct Marketing Programs	Acquisition & Prospecting, <i>DCMP</i>	121 - Class/Theater	11 B - Upper West Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 17:</b> Vendor Solution Showcase		School Room - 78	23C - Upper East Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 18:</b> Creating Loyalty Through Experience	Non-Profit Day	School Room - 81	24 A - Upper East Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 19:</b> The Rise of Universal Search: A Changing Landscape	Online Optimization	School Room - 124	24 BC - Upper East Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 20:</b> No More Silos: Integrate Your Online Strategy	Online Optimization	School Room - 156	25 AB - Upper East Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 21:</b> Web Usability Experience (Led By: BusinessOnLine)		School Room - 93	25 C - Upper East Level
Mon 10/19/09	11:15 AM	12:15 PM	<b>S 22:</b> Calculate the Carbon Footprint of Your Marketing Campaign	Environmentally Responsible Marketer Certificate Program	School Room - 150	26AB - Upper East Level

**SESSION ROOM ASSIGNMENTS**

**Monday, October 19 (continued)**

Mon 10/19/09	12:30 PM	1:30 PM	Ask the Experts Roundtables		32 Rounds	Front of Hall B2
<b>THOUGHT LEADERSHIP SERIES</b>						
Mon 10/19/09	1:45 PM	2:45 PM	<b>Thought Leaders # 1:</b> Creativity for the Rest of Us	Thought Leadership Series	Theater - 500	6A - Upper West Level
Mon 10/19/09	1:45 PM	2:45 PM	<b>Thought Leaders # 2:</b> Powering Direct Marketing with the Empathy Engine	Thought Leadership Series	Theater - 500	6B - Upper West Level
<b>CONCURRENT SESSIONS: 3:00 PM TO 4:15 PM</b>						
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 1:</b> Email Direct Marketing Techniques - <i>Sponsored by EEC</i>	DM Basics, <i>BBPD</i>	121 - Class/Theater	1A - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 2:</b> Event-Triggered Marketing Solutions: Which One Is Best For You?	Trigger Marketing	121 - Class/Theater	1 B - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 3:</b> Learning From Brand Advertising: Creating Unforgettable Customer Experiences to Generate Sales	Creative & Production Strategies	214 - Class/Theater	2 - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 4:</b> 77 New Truths About Marketing to the 50+ Consumer	Database & Analytics	172 - Class/Theater	3 - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 5:</b> Database Analytics: Pathway to Sustainable ROI	Database & Analytics	172 - Class/Theater	4 - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 6:</b> DMA Annual Business Review		121 - Class/Theater	5 B - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 7:</b> Integrated Customer Marketing: Optimizing The Customer Portfolio	Multichannel Strategies	358 - Class/Theater	6C - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 8:</b> The Path to Database-Driven Interactive TV	Multichannel Strategies	258 - Class/Theater	6 D - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 9:</b> Breaking the Ice: How DM Warms Up Cold Prospects	Creative & Production Strategies	258 - Class/Theater	6 E - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 10:</b> Successful Marketing and Advertising in a Down Economy	Multichannel Strategies	358 - Class/Theater	6F - Upper West Level



**SESSION ROOM ASSIGNMENTS**

**Monday, October 19 (continued)**

Mon 10/19/09	3:00 PM	4:15 PM	<b>S 11:</b> Internet Law & Privacy	Corporate & Social Responsibility	113 - Class/Theater	7A - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 12:</b> 5 Ways to Take the Risk Out of the Game	Multichannel Strategies	121 - Class/Theater	7 B - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 13:</b> Web 2.0's "10 Strategic Revenue Drivers"	Leveraging New Media	214 - Class/Theater	8 - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 14:</b> Behaviorgraphics: A New Approach to Analytics	Leveraging New Media	172 - Class/Theater	9 - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 15:</b> <i>Meet the Global Leaders</i>		172 - Class/Theater	10 - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 16:</b> RSS Communications: Generating Sales	Retention & Loyalty	121 - Class/Theater	11 A - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 17:</b> Deliver Stronger B-to-B Demand Generation Results	Acquisition & Prospecting	121 - Class/Theater	11 B - Upper West Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 18:</b> Vendor Solution Showcase		School room - 69	23C- Upper East Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 19:</b> Advanced Fundraising: What's Next for Direct Marketing	Non-Profit Day	School Room - 81	24 A - Upper East Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 20:</b> Business Without Borders	Online Optimization	School Room - 124	24 BC - Upper East Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 21:</b> Optimizing Marketing Spend	Online Optimization, <i>DCMP</i>	School Room - 156	25 AB - Upper East Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 22:</b> Web Usability Experience (Led By: BusinessOnLine)		School Room - 93	25 C - Upper East Level
Mon 10/19/09	3:00 PM	4:15 PM	<b>S 23:</b> Going Green in a Global Marketplace	Environmentally Responsible Marketer Certificate Program	School Room - 150	26AB - Upper East Level

**SESSION ROOM ASSIGNMENTS**

**Tuesday, October 20**

<u>DATE</u>	<u>START</u>	<u>END TIME</u>	<u>SESSION TITLE</u>	<u>TRACK</u>	<u>SET UP</u>	<u>ROOM / LEVEL</u>
<b>THOUGHT LEADERSHIP SERIES</b>					-	-
Tue 10/20/09	8:45 AM	9:45 AM	<b>Thought Leader # 1:</b> Convergence Marketing: Combining Brand and Direct for Unprecedented Profits	Thought Leadership Series	Theater - 500	6A - Upper West Level
Tue 10/20/09	8:45 AM	9:45 AM	<b>Thought Leader # 2:</b> The New Marketing Trio: CMO + CFO + Strategic Planning	Thought Leadership Series	Theater - 500	6B - Upper West Level
Tue 10/20/09	8:45 AM	9:45 AM	<b>Thought Leader # 3:</b> Outlook 2010 and Beyond: What to Expect in Direct and Digital Marketing	Thought Leadership Series	Theater / max	6C - Upper West Level
Tue 10/20/09	10:15 AM	11:15 AM	<b>Marketer of the Year Award and Keynote Presentation:</b> Ken Dychtwald, Ph.D - President & CEO, Age Wave		as set	Hall F - Level 1
<b>CONCURRENT SESSIONS, 11:15 AM TO 12:15 PM</b>						
Tue 10/20/09	11:15AM	12:15PM	<b>S 1:</b> A Stimulus Package for New & Novice Copywriters: Learn How to Build on Offer	DM Basics,	121 - Class/Theater	1A - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 2:</b> RCI Gets Relevant: Triggered E-mail Alerts Increase ROI, reduce Costs	Trigger Marketing	121 - Class/Theater	1 B - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 3:</b> Integrating Direct Mail with Electronic Marketing	Creative & Production Strategies	214 - Class/Theater	2 - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 4:</b> Market Smarter (Not Harder): Harness the Power of Social Analytics	Database & Analytics	172 - Class/Theater	3 - Upper West Level

## SESSION ROOM ASSIGNMENTS

### Tuesday, October 20 (continued)

Tue 10/20/09	11:15AM	12:15PM	<b>S 5:</b> New Discipline in an Old Industry: Data-Driven Marketing in Automotive	Database & Analytics	172 - Class/Theater	4 - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 6:</b> Cutting Your Google Bill Without Losing Sales <i>Sponsored by SEM Council</i>	Online Optimization	121 - Class/Theater	5A - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 7:</b> Data Anthropology: The Key to Meaningful Consumer Connections	Database & Analytics	121 - Class/Theater	5 B - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 8:</b> How Microsoft Increased Revenue	Multichannel Strategies	358 - Class/Theater	6C - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 9:</b> Understanding Your Customers' Digital Body Language	Online Optimization	258 - Class/Theater	6 D - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 10:</b> Content for the Digital Age	Creative & Production Strategies	258 - Class/Theater	6 E - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 11:</b> Beating the Recession: The 11 Strategic Profit Protectors	Multichannel Strategies	358 - Class/Theater	6F - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 12:</b> Corporate Consumer Affairs	Corporate & Social Responsibility	113 - Class/Theater	7A - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 13:</b> Using Data Quality Technologies to "Go Green"	Corporate & Social Responsibility	121 - Class/Theater	7 B - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 14:</b> Using Social Networking to Drive E-Commerce	Leveraging New Media	214 - Class/Theater	8 - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 15:</b> Widgets 2.0: Leverage User-Generated Content	Leveraging New Media	172 - Class/Theater	9 - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 16:</b> Driving the Value of Intelligence	Multichannel Strategies	172 - Class/Theater	10 - Upper West Level

**SESSION ROOM ASSIGNMENTS**

**Tuesday, October 20 (continued)**

Tue 10/20/09	11:15AM	12:15PM	<b>S 17:</b> Customer Engagement: Stop Guessing, Start Measuring	Retention & Loyalty	121 - Class/Theater	11 A - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 18:</b> B-to-B Lead Generation: Reaching the Executive-Level Decision Maker	Acquisition & Prospecting	121 - Class/Theater	11 B - Upper West Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 19:</b> How A Creative ECHO-Winning Campaign Delivered Great ROI	Unlocking ECHO	SR - 69	23 C - Upper East Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 20:</b> Direct to the Future: An Assessment of ECHO-Winning Trends From 2009	Unlocking ECHO	SR - 81	24 A - Upper East Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 21:</b> Search Engine Marketing Experience (Led by:Success Works )	SEM	SR - 93	25 C - Upper East Level
Tue 10/20/09	11:15AM	12:15PM	<b>S 22:</b> Hyundai Integrates Social Into CRM	Multichannel Strategies	SR - 150	26 AB - Upper East Level
Tue 10/20/09	12:30 PM	1:45 PM	<b>Hall of Fame Awards Luncheon &amp; 2009 Hall of Fame Inductee - Shelly Lazarus, Chairman, Ogilvy &amp; Mather Worldwide</b>		as set	Hall F - Level 1
<b>CONCURRENT SESSIONS, 2:00 PM TO 3:00 PM</b>						
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 1:</b> Direct Mail Production: Secrets From the War Zone	DM Basics	121 - Class/Theater	1A - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 2:</b> How Inbound Campaign Management is Changing the Game at Merrill Lynch	Trigger Marketing	121 - Class/Theater	1 B - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 3:</b> The Power of Digital: How It Can Transform Your Marketing Programs	Creative & Production Strategies	214 - Class/Theater	2 - Upper West Level

**SESSION ROOM ASSIGNMENTS**

**Tuesday, October 20 (continued)**

Tue 10/20/09	2:00 PM	3:00 PM	<b>S 4:</b> Automated Predictive Modeling	Database & Analytic	172 - Class/Theater	3 - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 5:</b> Fredericks of Hollywood Uncovers the Data to Drive Sales	Database & Analytic	172 - Class/Theater	4 - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 6:</b> Online Video For Conversions, Engagement, and Reach	Online Optimization	121 - Class/Theater	5A - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 7:</b> Enabling Multi-Product, Multi-National Marketing	Database & Analytic	121 - Class/Theater	5 B - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 8:</b> Insert Media: Creating Bottomline Revenue Sponsored by: DMA Insert Media Council	Multichannel Strategies	358 - Class/Theater	6C - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 9:</b> Using Innovative Email to Deliver Campaign Results	Online Optimization	258 - Class/Theater	6 D - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 10:</b> The Creative Department's Bill of Rights	Creative & Production Strategies	258 - Class/Theater	6 E - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 11:</b> Leveraging Analytics to Guide Your Multichannel Marketing Strategy	Multichannel Strategies	358 - Class/Theater	6F - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 12:</b> Commitment to Consumer Choice: Strategy for Do-Not-Mail Threats	Corporate & Social Responsibility	113 - Class/Theater	7A - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 13:</b> Strategic & Tactical Benefits of Business Segmentation	Database & Analytic	121 - Class/Theater	7 B - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 14:</b> Secrets of Growing Your Social Marketing Strategy	Leveraging New Media	214 - Class/Theater	8 - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 15:</b> Direct To Youth: Direct Mail to Multicultural Youth Pop	Leveraging New Media	172 - Class/Theater	9 - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 16:</b> Enterprise DbM: Why Marketers Need to Get Their Eyes Up!	Database & Analytic	172 - Class/Theater	10 - Upper West Level

**SESSION ROOM ASSIGNMENTS**

**Tuesday, October 20 (continued)**

Tue 10/20/09	2:00 PM	3:00 PM	<b>S 17:</b> A Proactive, Multichannel Approach to Stemming Attrition	Retention & Loyalty	121 - Class/Theater	11 A - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 18:</b> Lead Gen to Gen Y: Selling to the New B-to-B Buyer	Acquisition & Prospecting	121 - Class/Theater	11 B - Upper West Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 19:</b> What It Takes to Win An ECHO and Merchandising Your ECHO Wins	Unlocking ECHO	SR - 81	24 A - Upper East Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 20:</b> The New DRTV Frontier	Multichannel Strategies	SR - 156	25 AB - Upper East Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 21:</b> Search Engine Marketing Experience (Led by:Success Works )	SEM	SR - 93	25 C - Upper East Level
Tue 10/20/09	2:00 PM	3:00 PM	<b>S 22:</b> Predicting Next Product to Purchase	Retention & Loyalty	SR - 150	26 AB - Upper East Level
<b>THOUGHT LEADERSHIP SERIES</b>						
Tue 10/20/09	4:15 PM	5:00 PM	<b>Thought Leaders # 1:</b> App Mania: Direct to the Consumer	Thought Leadership Series	Theater - 500	6A - Upper West Level
Tue 10/20/09	4:15 PM	5:00 PM	<b>Thought Leaders # 2:</b> Measuring Success: Weaving Analytics Into the Fabric of Your Marketing Programs	Thought Leadership Series	Theater - 500	6B - Upper West Level

## SESSION ROOM ASSIGNMENTS

### Wednesday, October 21

<u>Date</u>	<u>START</u>	<u>END TIME</u>	<u>Session Title</u>	<u>TRACK</u>	<u>SET UP</u>	<u>ROOM / LEVEL</u>
<b>CONCURRENT SESSIONS, 8:45 AM TO 9:45 AM</b>					-	-
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 1:</b> Radio 101: Your Complete Guide to Direct Response Radio	DM Basics	121 - Class/Theater	1A - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 2:</b> Death of the Marketing Calendar: Implementing Just-in-Time Strategies	Trigger Marketing	121 - Class/Theater	1 B - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 3:</b> The Decade For Mobile: How Mobile is Changing The Way business is Done	Leveraging New Media	214 - Class/Theater	2 - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 4:</b> The Missing Data Quandary: Feed the Database & Perfect The Models	Database & Analytics	172 - Class/Theater	3 - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 5:</b> Challenge '09: Turn Insights Into Action	Database & Analytics	172 - Class/Theater	4 - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 6:</b> The IRS Goes Mobile	Leveraging New Media	121 - Class/Theater	5A - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 7:</b> Applying the Midas Touch to CRM	Multichannel Strategies	358 - Class/Theater	6C - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 8:</b> Succeeding in Today's Diverse Marketing and Distribution Channels	Multichannel Strategies	258 - Class/Theater	6 D - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 9:</b> Variable Data Communication: When ingenuity Meets Information	Creative & Production Strategies	258 - Class/Theater	6 E - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 10:</b> Testing More With Less: Best Practices From Hearst and Visa	Multichannel Strategies	358 - Class/Theater	6F - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 11:</b> Increase Response Amid Shrinking Budgets	Multichannel Strategies	113 - Class/Theater	7A - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 12:</b> Achieving Marketing Success in a Social World!	Leveraging New Media	121 - Class/Theater	7 B - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 13:</b> Engaging Millennials: Understanding New Influencers	Leveraging New Media	214 - Class/Theater	8 - Upper West Level

## SESSION ROOM ASSIGNMENTS

### Wednesday, October 21 (continued)

Wed 10/21/09	8:45 AM	9:45 AM	<b>S 14:</b> Using Social Media and Email	Leveraging New Media	172 - Class/Theater	9 - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 15:</b> Get Inside the Mind of Your Customer	Retention & Loyalty	172 - Class/Theater	10 - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 16:</b> Foxwood's Profitable Relationships	Retention & Loyalty	121 - Class/Theater	11 A - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 17:</b> Direct Marketing in Japan Today	Acquisition & Prospecting	121 - Class/Theater	11 B - Upper West Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 18:</b> How Burton Snowboards Pumped Site Sales with Personalization	Online Optimization	SR - 118	23 A/B - Upper East Level
Wed 10/21/09	8:45 AM	9:45 AM	<b>S 19:</b> Should Price-Based Promotions Stay or Go? - <i>Sponsored by EEC</i>	Online Optimization	SR - 124	24 B/C - Upper East Level
<b>CONCURRENT SESSIONS, 10:00 AM TO 11:00 AM</b>						
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 1:</b> Post-Click Marketing: How to Turn Web Traffic Into Prospects	DM Basics	121 - Class/Theater	1A - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 2:</b> How ADT Secures Customers With Event Triggered Marketing - <i>Sponsored by DMA Mktg Technology Council</i>	Trigger Marketing	121 - Class/Theater	1 B - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 3:</b> Creative that Connects in Any Language - <i>Sponsored by EEC</i>	Creative & Production Strategies	214 - Class/Theater	2 - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 4:</b> NEA Case History: Moving From Product Management to Segment Management	Database & Analytics	172 - Class/Theater	3 - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 5:</b> New Measurement for the New Direct Marketing	Database & Analytics	172 - Class/Theater	4 - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 6:</b> Automating Predictive and Event-Based Analytics	Trigger Marketing	121 - Class/Theater	5A - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 7:</b> Supercharge Your Marketing With Strategic Online Integration	Multichannel Strategies	358 - Class/Theater	6C - Upper West Level

**SESSION ROOM ASSIGNMENTS**

**Wednesday, October 21 (continued)**

Wed 10/21/09	10:00 AM	11:00 AM	<b>S 8:</b> Ultimate Email Marketing: Big Brands Square Off	Creative & Production Strategies	258 - Class/Theater	6 E - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 9:</b> Using Marketing Mix Modeling to Manage Your Marketing Spend	Multichannel Strategies	358 - Class/Theater	6F - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 10:</b> Predictive Analytics Best Practices	DM Basics	113 - Class/Theater	7A - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 11:</b> User-Centric Identity & Internet Marketing: Friends or Foes?	Leveraging New Media	121 - Class/Theater	7 B - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 12:</b> Social Media Outreach & Digital WOM Marketing Strategies	Leveraging New Media	214 - Class/Theater	8 - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 13:</b> Hispanics Leading the Social Media Revolution	Leveraging New Media	172 - Class/Theater	9 - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 14:</b> Top 10 Things Your Customers Want YOU to Know	Retention & Loyalty	172 - Class/Theater	10 - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 15:</b> Keeping Customers Engaged: A Strategy for Retention	Retention & Loyalty	121 - Class/Theater	11 A - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 16:</b> Healthcare Multimedia Marketing: Winning Seniors & Boomers	Acquisition & Prospecting	121 - Class/Theater	11 B - Upper West Level
Wed 10/21/09	10:00 AM	11:00 AM	<b>S 17:</b> Keep Online Visitors Engaged With Your Content - <i>Sponsored by EEC</i>	Online Optimization	SR - 118	23 A/B - Upper East Level
Wed 10/21/09	11:15 AM	12:15 PM	<p><b>Keynote Panel Presentation:</b>  <b>Stan Rapp, Chairman</b>, Engauge, Editor, Reinventing Interactive and Direct Marketing</p> <p><b>Brian Featherstonhough</b>, Chairman and CEO, OgilvyOne Worldwide</p> <p><b>Michael McCathren</b>, Conversation Catalyst, Chick-fil-A</p>		as set	Hall F - Level 1



**SESSION ROOM ASSIGNMENTS**

**Wednesday, October 21 – Post-Conference**

POST-CONFERENCE INTENSIVES - HILTON SAN DIEGO BAYFRONT						
Wed 10/21/09	1:45 PM	4:00 PM	Creative Strategies and Execution		Classroom / max	Indigo B/F
Wed 10/21/09	1:45 PM	4:00 PM	Database Marketing		Classroom / max	Indigo E
Wed 10/21/09	1:45 PM	4:00 PM	Digital Publishing		Classroom / max	Indigo A
Wed 10/21/09	1:45 PM	4:00 PM	Search Engine Marketing Primer		Classroom / max	Indigo C/G
Wed 10/21/09	1:45 PM	4:00 PM	Retention and Loyalty Across Channels		Classroom / max	Indigo D
Wed 10/21/09	1:45 PM	4:00 PM	Multichannel Marketing		Classroom / max	Indigo H



**SESSION ROOM ASSIGNMENTS**

**Thursday, October 22 – Post-Conference**

<u>DATE</u>	<u>START</u>	<u>END TIME</u>	<u>SESSION TITLE</u>	<u>TRACK</u>	<u>SET UP</u>	<u>ROOM / LEVEL</u>
<b>POST-CONFERENCE INTESIVES - HILTON SAN DIEGO BAYFRONT</b>						
Thu 10/22/09	9:30 AM	2:00 PM	Creative Strategies and Execution	Creative Strategies and Execution	Classroom / max	Indigo B/F
Thu 10/22/09	9:30 AM	2:00 PM	Database Marketing	Database Marketing	Classroom / max	Indigo E
Thu 10/22/09	9:30 AM	2:00 PM	Digital Publishing	Digital Publishing	Classroom / max	Indigo A
Thu 10/22/09	9:30 AM	2:00 PM	Search Engine Marketing Primer	Search Engine Marketing Primer	Classroom / max	Indigo C/G
Thu 10/22/09	9:30 AM	2:00 PM	Retention and Loyalty Across Channels	Retention and Loyalty Across Channels	Classroom / max	Indigo D
Thu 10/22/09	9:30 AM	2:00 PM	Multichannel Marketing	Multichannel Marketing	Classroom / max	Indigo H