

Join us at New England's premier gathering of direct marketers, including:



Featured Keynote
Anne Holland
President and Publisher
MarketingSherpa, Inc.

Direct Marketer of
the Year Banquet, with
Keynote by Denny Hatch



Closing Keynote
by Mac McIntosh

- 12 in-depth sessions
- Networking opportunities galore
- A selection of all-day Workshops
- Exhibit halls showing you the newest, most exciting techniques and technologies
- Luncheon with the Experts



**New England Direct Marketing Association's
Annual Conference and Exposition**

June 14&15, 2006
LaCava Center
Bentley College
Waltham, MA

SPECIAL EARLY BIRD SAVINGS OFFER

Register before deadline to SAVE \$100



BE AN EARLY BIRD & SAVE \$100!

HURRY!

This special offer expires on May 19th



Dear Direct Marketer,

It's a Brave New World for direct marketers. There are new technologies. New techniques and marketing approaches. New media. New multi-media mixes. New markets.

To sustain success, it's vital that you get connected to the future. Right away.

Fortunately, there's an easy way to do so! Take full advantage of the new opportunities and new profits by joining us at the premier gathering of New England direct marketers. Learn how to reset your standards of excellence at the New England Direct Marketing Association's Annual Conference, on June 14&15, at the LaCava Center of Bentley College.

Come learn from the most successful, most innovative pioneers in the Brave New World. Update critical skills and tactics by beginning at a full-day workshop.

Then choose from a wide selection of more than 12 in-depth sessions on the second day. The program is loaded with the details and know-how you need to get up to speed fast. And at the special Lunch with the Experts, you can get specific input on the topic that concerns you most.

Featured Keynote Anne Holland, President and Publisher, MarketingSherpa, Inc., will guide you past the hype and into research-based fact on what's really working in web direct marketing now. And Mac McIntosh, master of marketing plans and sales leads, will close the second day.

In addition, the Exhibit Halls offer a unique opportunity to examine the latest technology and discuss the newest techniques with vendors from all over. And the networking is superb in the sessions, the halls, the special events and in the Exhibit Halls.

It's the most exciting two days in New England. The time to see and be seen...to explore and discover...to learn, update and be inspired...to win great prizes...and much more. Read through the full program in this brochure, then register right away. Don't delay — because fast action offers you the chance to save \$100. A Registration Form is on the inside back cover and located at www.nedma.com, so it's all very easy and convenient. Act now.

Sincerely,

Craig L. Blake
NEDMA VP

Bob Cargill
Past President/NEDMA

Co-Chairs, Conference Committee

P.S. A very special treat is the Direct Marketer of the Year Banquet. Come to celebrate the best in New England and enjoy Denny Hatch's keynote as well. Be sure to register right away!



For latest news, information and conversation visit our Conference Blog:

www.nedma.com/conferenceblog

CONFERENCE -AT-A-GLANCE



DAY 1 - JUNE 14 - WORKSHOP DAY

9:00 AM > 4:00 PM
(lunch is included)

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Creative Workshop: The Big Pitch *Alex MacAaron, Walter Bumford & Dave Gordon*

77 Truths about Marketing to the 50+ Consumer *Kurt Medina*

eMarketing 101 *Joel Book, Dianna Huff & Natalie Hahn O'Flaherty*

DM 101 *Pat Friesen*

5:30 PM > 6:30 PM

Grand Opening of Exhibit Halls and
Direct Marketer of the Year Cocktail Reception

6:30 PM > 9:00 PM

Direct Marketer of the Year Awards Banquet
KEYNOTE: In the Brave New World, Old Is Better *Denny Hatch*



DAY 2 - JUNE 15

8:00 AM

General Registration & Coffee

8:30 AM > 9:30 AM

WELCOME AND FEATURED KEYNOTE: Web DM 2.0: New Internet
Direct Response Tactics – What's Proven & What's Just Hype *Anne Holland*

9:30 AM > 9:45 AM

Announcement of NEDMA Scholarship Awards and Winner
of the Professor Award for Excellence in Direct Marketing

9:45 AM > 10:30 AM

EXHIBIT HALLS: Continental Breakfast with the Exhibitors

10:45 AM > 12:00 PM

NEW TECHNOLOGY: Really New Media *Thom Kennon*

CONCURRENT
SESSIONS

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CREATIVE: Creative Isn't An Oxymoron *Robert Rosenthal*

DIRECT MAIL: Breakthrough Formats *Sean Cunningham*

STRATEGY: Defying the Odds – Great-West Case Study *Leslie Franklin & Diane Dvorak*

12:00 PM > 1:15 PM

LUNCH WITH THE EXPERTS

> Design & Copy Working Together *Doug Hamer & Gary Lubarsky*

> Direct Mail Production Management *Mariah Hunt*

> Bring Your Creative *Bruce McMeekin*

> Database Marketing *Chet Mattera*

> Paid Search/Search Engine Marketing *Todd Bairstow*

> Segmentation *Chad Lucier*

> Personal Digital Printing Technology *Ted Kulpinski & Brad Giles*

> Podcasting *Ted Demopoulos*

> Out-of-the-Box Direct Mail *Tom Saltonstall*

1:15 PM > 2:30 PM

NEW TECHNOLOGY: How To Turn Online Visitors Into Buyers *David Meerman Scott*

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CREATIVE: Great Creative? You Must Be Out of Your Mind! *Steve Tharler*

DIRECT MAIL: Direct Mail Strategies: What's Hot, What's Not *Dianna Huff, Bob McCarthy, Jonathan Kranz & Pam Sullivan*

STRATEGY: Marketing Toolkit. *Mark Mylan*

2:30 PM > 3:00 PM

Refreshments in Exhibit Halls

3:00 PM > 4:15 PM

NEW TECHNOLOGY: Liberty Mutual Case Study. *Joel Book & Garrett Lasewicz*

CONCURRENT
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CREATIVE: Smarten Up? 76 Smart Secrets *Nancy Harhut*

DIRECT MAIL: The Value of Outsourcing Production *David Hazeltine*

STRATEGY: Maximize Results With Rules-Based Marketing *Brian Gramer*

4:30 PM > 5:30 PM

CLOSING KEYNOTE: How To Get Your CEO, CFO, the Folks
in Sales, Your Agency and Your Client To Buy Into Your
Marketing Plan *M. H. McIntosh*

5:30 PM > 6:00 PM

Cocktail Reception & Raffle in Exhibit Halls with **iPod Giveaway!**



WORKSHOP DAY: 9:00 AM - 4:00 PM

DAY 1

3

CREATIVE WORKSHOP



Have you got what it takes to be a DM Creative All-Star?

Ever wonder how creative teams come up with award-winning, results-driven ideas?

At this non-stop action workshop, not only will you learn how — you'll be right in the creative game yourself!

You'll start with *Spring Training*, a morning seminar featuring 21 ways to generate breakthrough creative. This is the same material that the DMA described as "One of the best sessions presented" at the 2005 DMA Conference. Over lunch, you'll join a team and get a "real world" assignment from a major Boston-area client. Then, in *The Pennant Race*, your team will generate creative concepts, using a toolkit of templates and guided by expert agency creatives. Finally, in *The World Series*, your team will "pitch" its ideas to a panel of expert judges. If you're on the winning team, you'll get plenty of fame, fortune and...a paid freelance assignment from Plan B Marketing Communications.



ALEX

Alexandra MacAaron Creative Director and Queen B, Plan B Marketing Communications

Alex MacAaron brings more than two decades of experience to Plan B Marketing Communications, a full-service creative agency that has created home run campaigns for clients ranging from the Boston Globe, Blue Cross/Blue Shield, Forrester Research, and Ford Motors. MacAaron has received dozens of advertising industry awards locally and nationally. She's past President of the New England Direct Marketing Association and her co-authored book, *The New Marketing Conversation*, has recently been published.



WALTER

Walter Bumford

Creative Director, Plan B Marketing Communications
Walter Bumford has helped Plan B achieve great success for Bell Atlantic, Bay State Gas, GTE Internetworking, Cambridge Savings Bank and TUV America. He has art directed everything from direct mail to billboards and Websites.



DAVE

Dave Gordon - Senior Art Director, Plan B Marketing Communications

With more than 15 years of design and layout experience, Dave Gordon now creates direct mail and print campaigns for Plan B. He is also the creator of Gordy, a comic strip that's in development for nationwide newspaper publication.

77 TRUTHS ABOUT MARKETING TO THE 50+ CONSUMER

It's no longer just a niche — the 50+ mature market now has more available dollars than all other age segments combined. And, best of all, this market is growing daily as the boomers age. This "take-notes" workshop will give you strategies and insights for reaching the largest and fastest growing market segment in America. You'll learn why your normal promotional directions may not work...the 5 Critical Values you should put into every program...and what the real truths are about Internet usage and comprehension.

Plenty of real-life, up-to-the-minute examples will enable you to understand the latest methods used to reach different segments of this rich market on and off the web.

You'll come away armed with the methods that will make your communications succeed with the mature. And every attendee will receive a complimentary copy of Medina's book, *77 Truths About Marketing to the 50+ Consumer*.

Kurt Medina President, Medina Associates

Kurt Medina has more than 30 years of experience as a senior direct marketing executive. Prior to founding Medina Associates, he was at Time-Life Books, The Franklin Mint and National Liberty Insurance. For over 20 years, Medina has focused on providing strategic and tactical assistance in marketing to the mature and is an acknowledged expert.



KURT

eMARKETING 101:

This must see special 3 part seminar will focus on strategies to grow and build email databases, search engine optimization tactics and techniques to elevate your corporate email strategies to the next level.

Part 1: The Brave New World of Building and Updating Your Email Database

What are the best practices for growing and maintaining your email address list? Come learn successful strategies to fix bouncing emails, avoid blacklisting, and increase your email marketing ROI. In this first part of eMarketing 101 you will walk away with great tips for expanding your email address database, recovering lost customers, and collecting valid, deliverable email addresses at your website.

Natalie Hahn O'Flaherty – Marketing Manager, FreshAddress, Inc.

Natalie Hahn O'Flaherty has 10 years experience marketing high tech products and services, media and real estate. She also worked in direct sales and taught college-level writing/communications classes.

Part 2: Beyond Title Tags: Turning Clicks into Leads

Anyone can optimize a title tag to help you rank well in the search engines – but few people understand that it's really about conversion. Come hear from an expert and learn how to turn “clicks” into leads using proven search engine optimization and online marketing writing strategies.

Dianna Huff – Principal, DH Communications, Inc.

Dianna Huff specializes in BTB marketing communications and search engine optimization copywriting. She is a recent Gold MarCom Creative Award winner and a three-time IABC Silver Quill award winner.

Part 3: 10 Techniques that will Transform Your Company's Email Strategy from Good to Great

The final part of eMarketing 101 will focus on **10 Proven Techniques** for using email to drive bottom line business impact. From strategy to creative to execution, every technique will be illustrated with a case study example from a company that's *doing it right*.

Joel Book – Director, eMarketing Strategy, ExactTarget, Inc.

With more than 25 years experience in data-driven relationship marketing, Joel Book teaches organizations how to acquire and retain customers through relevant and timely communications.

All attendees will receive the following information packed white papers, *“The Top Email Marketing Trends for 2006. Eye-Opening Statistics and Examples from World-Class Marketers”* & *“How Permission-Based Email Drives Sales, Leverages Customer Relationships and Creates Powerful Brand Loyalty”*.



PAT

DM 101

Here's an outstanding opportunity to train newcomers on direct marketing, and update and refresh old-timers. Starting with a definition of direct marketing, this fast-paced day is designed to

give plenty of put-right-to-work ideas. Offers a thorough understanding of what makes DM work. Reviews the strategies, tips and advice needed to maximize the effectiveness and profitability of direct marketing campaigns. Shows you how to create direct mail and email that gets read, with offers that motivate enthusiastic action. Provides wisdom on smart response-boosting testing and analysis.

Pat Friesen

President, Pat Friesen & Company

Pat Friesen is a direct marketing creative strategist who says she's never met a product or service she didn't like. And that includes Hershey's, Hasbro Toys, Procter & Gamble, Hallmark, Sprint, Hewlett-Packard, AT&T and The Popcorn Factory. With over 25 years of in-house and agency experience, she runs her own direct response firm, writes a column for *Target Marketing*, is a member of the national DMA and has helped scores of companies all over the country achieve success. Her seminars are widely applauded as extraordinarily informative and inspirational.



NATALIE



DIANA



JOEL

DAY 1



SAVE \$100 Register before the May 19th deadline to SAVE - use Registration Form on inside back cover

DIRECT MARKETER OF THE YEAR BANQUET

DAY 1

You are cordially invited to join us for a very special evening when New England honors its direct marketers. See who is chosen as Direct Marketer of the Year. Applaud the recipients of the Prodigy Award, the NEDMA Service Award and the NEDMA Lighthouse Award.

Enjoy a delicious dinner and special speaker, Denny Hatch, who will explain why those who will succeed in the Brave New World ahead must first learn the lessons of the past.

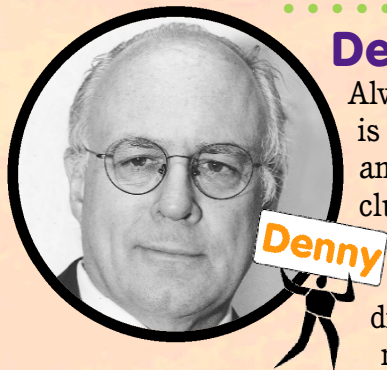
Keynoter Denny Hatch Caps Gala Evening!

5

In the Brave New World, Old Is Better

The official start date of direct marketing was June 10, 1194. Over the last 900 years, a formidable body of knowledge has developed, not only about the techniques of reaching people where they live and work, but also in human psychology, which is crucial to the business of persuading people to respond — to act.

The reason for the dot-com bust and a trillion dollars in capitalization going up in smoke is that the hotshot twenty-somethings who ushered in the epoch did not know anything about marketing. To Denny Hatch, the message is clear: Before you can take on the Brave New World, it's imperative to go back to Old World basics.



Denny Hatch

Always a provocative speaker, Denny Hatch is a freelance direct mail writer, designer and consultant. In past lives, he ran book clubs, founded a newsletter (WHO'S MAILING WHAT!), ran a magazine (*Target Marketing*) and owned the world premier archive of direct mail. He is author of 3 books on direct marketing and 3 published novels.



NEW BENEFITS • NEW ADVANTAGES FOR GROWTH
• NEW CORPORATE MEMBERSHIP OPPORTUNITIES

EVEN MORE GOOD REASONS TO BECOME A MEMBER!



The New England Direct Marketing Association announces added benefits for all levels of membership

Being part of NEDMA has always been prestigious...an important way to update your skills and learn about the latest techniques and technologies... a wonderful opportunity to meet fellow direct marketers.

But now, it's an even better bargain — with enhanced, added benefits for individual and corporate membership. Free admissions, discounts and much more.

NEDMA is the foremost volunteer organization serving the New England direct marketing community. It inspires innovation in all forms of direct marketing across all media. And it offers members unparalleled opportunities for personal and professional growth in this new direct marketing era.

NEDMA offers members

The New England Direct Marketing Association announces added benefits for all levels of membership

- > Industry recognition and exposure through its annual awards program
- > Annual conference and exhibition
- > Competitive group rates on health and dental insurance
- > Professional seminars
- > Monthly meetings featuring presentations by the industry's foremost experts
- > Membership Directory
- > Job Bank
- ...and much, much more

VISIT WWW.NEDMA.COM RIGHT NOW FOR ALL THE EXCITING DETAILS

NEW BENEFITS • NEW ADVANTAGES FOR GROWTH
• NEW CORPORATE MEMBERSHIP OPPORTUNITIES

FEATURED MORNING KEYNOTE: 8:30 - 9:45 AM

WEB DM 2.0: NEW INTERNET DIRECT RESPONSE TACTICS



Anne

Discover What's Proven & What's Still Just Hype

Tier B search marketing, podcasting, RSS, desktop applications, triggered email campaigns, the “new” flash intro, multivariate (taguchi) testing...just when you thought you had the Internet under control, a whole new array of marketing tactics have exploded onto the scene. Keynoter Anne Holland of MarketingSherpa will take you on a practical tour of what’s over-hyped, what works and what’s worth testing for direct response marketers (and includes research-based advice for email and search marketers who want quick tips to take their results up a notch).

This is a don't-miss exploration for everyone who wants to succeed in this Brave New World, presented by one of the pioneers of online marketing research.

Anne Holland President and Publisher, MarketingSherpa, Inc.

MarketingSherpa is a research firm publishing Benchmark Guides, Buyer's Guides, and How-to Reports plus a 500+ marketing Case Study Library. 173,000 advertising, marketing and PR professionals read MarketingSherpa's publications every week.

Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketSherpa is headquartered in Warren, RI.

A 20-year publishing industry veteran, Holland previously served as the Head of Marketing for Phillips Business Media, a \$100 million publishing company.

Holland has been quoted in The New York Times, Business 2.0., CBS Marketwatch, B@B Magazine, Fast Company, Target Marketing and many other publications. She is an Advisory Board Member for the Web Analytics Association, ad:tech, and The Glimpse Foundation. She is in great demand as a speaker at major organizations all over the world.

A Gift From MarketingSherpa

MarketingSherpa is donating one copy each of their **“Search Marketing Benchmark Guide”** and **“Email Marketing Benchmark Guide”**, personally autographed by Anne Holland, as a special NEDMA attendee giveaway. Register now to be entered into the drawing!

DAY 2



10:45 AM - 12:00 PM SESSIONS

DAY 2

NEW TECHNOLOGY

DISCOVER REALLY NEW MEDIA – AND WHAT TO DO WITH IT

Explore the new channels, new media and new frontiers in interactive marketing. Learn about emerging trends, technologies and marketing techniques in the digital marketing and communications landscape. Get a full update on what's available and insights on how to take full advantage! (This session will be of significant value to even the experts.)

Thom Kennon, Senior Vice President, Client Services Nacio Interactive

Thom Kennon founded one of the first interactive solutions agencies and has worked with major brands like Toyota, Pfizer, American Red Cross, Dell Computer and Dun & Bradstreet to conceive, develop, launch and grow programs and campaigns.



CREATIVE

CREATIVE ISN'T AN OXYMORON

Transform the profitability of your direct marketing program by using Optimarketing®, a new methodology that unites unconventional creative concepts with sophisticated direct marketing techniques. Optimarketing spans all key direct marketing elements — positioning, creative, segmentation, media, offer, follow-up, testing and more. Plenty of examples show you how to break the cycle of ordinary-ness to break records.

Robert Rosenthal, Founder Mothers of Invention

Robert Rosenthal has created record-breaking campaigns for Analog Devices, Bausch & Lomb, BJ's Wholesale Clubs, Fidelity Investments, Harvard Business School Publishing, IDG, Ziff-Davis and many others. His Optimarketing methodology has helped him win more than 40 NEDMA Awards.

DIRECT MAIL

BREAKTHROUGH FORMATS WITH PROVEN SUCCESS

Examine innovative formats with such a “retail look and feel” that scared clients at first. Success erased doubt, however — in acquisition, up sell and retention/loyalty. Perhaps broadening your horizons can also provide big results in this Brave New World.

Sean Cunningham, Associate Creative Director Mullen Advertising

Sean Cunningham is a Caples and NEDMA award-winner who currently focuses on the GM Card account. He has also contributed to the success of BASF, Addison Wesley Publishing, Coca Cola, Taurus Toys and Dreamworks SKG.

STRATEGY

DEFYING THE ODDS: WHEN BREAKING THE RULES IN AFFINITY DIRECT MARKETING CAN MAKE DOLLARS AND SENSE

This case study will highlight one company's successful handling of the all-too-common challenges associated with marketing a mature product to a heavily saturated market. See how Great-West and their agency, Wilde Direct used a maverick “against the rules” marketing strategy that applies “street smarts” to the science of direct marketing. And achieved unprecedented success. See examples, learn the details, even take away collateral materials to add to your marketing arsenal.

Leslie Franklin, Director of Marketing Great-West Life & Annuity Insurance Company

Leslie Franklin oversees direct mail marketing, affinity program development and strategic customer communications. She began her career at Current Inc. and also worked for the College of Financial Planning and the National Endowment for Financial Education.

Diane Dvorak, Account Supervisor Wilde Direct

Diane Dvorak has more than 16 years of experience and currently is responsible for all facets of direct marketing, including strategy, creative development, database segmentation and response analysis for the Great-West Life account.

LUNCH with the EXPERTS 12:00 PM - 1:15 PM

**Blogging &
Podcasting**

▼▼▼
**Ted Demopoulos
Demopoulos
& Associates**

**Direct Mail
Production
Management**

▼▼▼
**Mariah Hunt
Digitas**

**Personal
Digital
Printing
Technology**

▼▼▼
**Ted Kulpinski
& Brad Giles
W.A. Wilde**

**Bring
Your Creative
(and get
expert advice)**

▼▼▼
**Bruce McMeekin
BKM Marketing**

**Out-of-the-Box
Direct Mail**

▼▼▼
**Tom Saltonstall
Structural
Graphics**

TABLE TOPICS & FACILITATORS

Choose your lunch from a lavish buffet then choose the topic you most want to explore more deeply in a lively discussion.

NEDMA has assembled the “**best of the best**” to serve as discussion facilitators. So bring your questions, challenges, and even projects you’re currently working on.

Segmentation

▼▼▼
**Chad Lucier
L.W. Robbins
Associates**

**Paid Search/
Search Engine
Marketing**

▼▼▼
**Todd Bairstow
Keyword
Advisors**

**Database
Marketing**

▼▼▼
**Chet Mattera
ListPerfect**

**Design & Copy
Working Together**

▼▼▼
**Doug Hamer
DS Hamer Design
& Gary Lubarsky
Cognos**



For latest news,
information and
conversation, visit
our Conference Blog:
www.nedma.com/conferenceblog



1:15 PM - 2:30 PM SESSIONS

DAY 2

NEW TECHNOLOGY

HOW TO TURN ONLINE VISITORS INTO BUYERS

Typically, Websites fail to convert visitors into loyal customers and leave a fortune on the table. Learn the strategies used by Crutchfield, Alcoa, Weyerhaeuser, The Wall Street Journal, CARE USA, Aerosmith, UPS and others to turn browsers into buyers...encourage repeat business... and unleash the amazing power of viral marketing.

David Meerman Scott, Author, Seminar Leader

David Meerman Scott is a writer, consultant, conference speaker and pragmatic marketing instructor. His latest book, *Cashing In With Content*, is hailed as blasting away the myths about what makes online businesses great.



CREATIVE

GREAT CREATIVE? YOU MUST BE OUT OF YOUR HEAD!

Most people believe great creative starts with marketing input and creative briefs. But the real secret is connecting with your customers and matching your benefits to their needs (including observing trends and events that can affect consumer behavior)...then knowing how and when to reposition benefits. Here's where to learn how to instigate, guide, review and create powerful, branding-oriented direct marketing.

Steve Tharler

Chief Guide, THARLER DIRECTs

Steven Tharler is a past president of NEDMA and our 1998 Direct Marketer of the Year. In his 35-year career, he has been a partner in an agency he co-founded and this year founded a new independent consulting firm. He served on the faculty of Virginia Commonwealth University's Interactive Marketing Institute and has lectured at several major colleges.

DIRECT MAIL

DIRECT MAIL STRATEGIES: WHAT'S HOT, WHAT'S NOT IN B2B, B2C AND NOT-FOR-PROFIT

We all know mailboxes are stuffed full of solicitations from companies hawking everything from vitamins to software. Yet, despite the clutter, direct mail consistently generates tremendous results. Come hear four experts talk about what's working, what's not in a new world that integrates traditional sales letters with cutting-edge electronic response mechanisms..., in B2B, B2C and not-for-profit.

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Jonathan Kranz, Author, Writing Copy for Dummies, and Principal Kranz Communications

Bob McCarthy, 20-year DM veteran and Principal McCarthy and King Marketing, Inc.

Pat Farley, Gold Mailbox and Caples' Andi Emerson Award winner and President, Farley Creative

Pam Sullivan, ECHO award winner, President and Creative Director Sullivan Creative

Moderator: Dianna Huff, Contributing Editor, MarketingSherpa, and Principal, DH Communications, Inc.

STRATEGY

MARKETING TOOLKIT TO JUMPSTART YOUR DIRECT MARKETING PROGRAM

Discover how to put media, creative, testing and all the other tools of marketing development together. You'll learn how to design a marketing program from scratch...jumpstart fresh thinking...what the tools you need to organize and align your product...how to target, choose media, test and develop a sound measurement strategy.

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Mark Mylan, Senior Vice President Strategy Hill Holliday Relationship Marketing

Mark Mylan develops strategy for clients like Dell, LPL Financial and United Rentals. Before moving to Boston, Mylan worked at Wunderman Cato Johnson, Ogilvy & Mather Direct, and Young and Rubicam.

NEW TECHNOLOGY

HOW LIBERTY MUTUAL USES EMAIL TO BUILD PROFITABLE RELATIONSHIPS

Liberty Mutual faced an enormous challenge — as a leading insurance provider with thousands of BTB and BTC customers and thousands of employees in multiple divisions and departments, how could they control email messaging to ensure communication of the right message, information and brand...as well as compliance with CAN-SPAM? The answer was a “bullet-proof” on-demand system which will be explained here in full detail.

Joel Book

Director, eMarketing Strategy, ExactTarget, Inc.

Joel Book has more than 25 years experience in data-driven relationship marketing, Book has worked with Microsoft, Agilent Technologies, Hasbro, the Canadian Imperial Bank of Commerce and many others.

Garett Lasewicz

Web Brand Consultant, Liberty Mutual

Garett Lasewicz currently has responsibility for the company’s public web site, and for developing and protecting the Liberty Mutual brand on the internet. Before this, he was Manager of Marketing support for Liberty Mutual’s individual life insurance company.

CREATIVE

SMARTEN UP! 76 SMART SECRETS TO GET YOUR CREATIVE OPENED, READ AND RESPONDED TO

The typical American receives 3,000 advertising impressions a day. With competition like that, you need to know how to stack the deck in your favor. Learn the do’s and don’ts of smart creative — 19 already-tested formats...33 proven outer envelope openers...13 must-read letter leads...and more. See how the 7 Rules of Creative can be applied whether you do the work or review it.

Nancy Harhut

Senior Vice President/Executive Creative Director of Relationship Marketing, Hill Holliday

Nancy Harhut and her teams have won over 100 awards for direct marketing effectiveness. Harhut also serves as one of the Chairs of the John Caples International Awards, is a regular judge for the International Echo Awards and was named Direct Marketer of the Year by NEDMA in 2005.

3:00 PM - 4:15 PM SESSIONS

DIRECT MAIL

THE VALUE OF OUTSOURCING PRODUCTION

Here’s an in-depth exploration of how in-house mailings can cramp your style — and your staff! Explore how doing production on your own can be a very false economy, imposing limits you don’t need to accept... stressing your staff and limiting their productivity on work that must be done in-house...and not even saving you the money you think.

David Hazeltine

President & CEO, Yellowfin Direct Marketing, Inc.

David Hazeltine has been involved in direct marketing for more than 20 years, primarily in the areas of campaign strategy, creative and production. He has also been a featured speaker and many industry functions.

STRATEGY

MAXIMIZE YOUR RESULTS WITH RULES-BASED MARKETING

With response rates trending downward and demands on marketing increasing, marketers need rules-based marketing strategies that are cost-effective and guaranteed to get results. This session will show you how to set up and execute single-track or multi-track campaigns based on pre-defined demographic or even behavior-based segmentation criteria and utilizing new marketing automation technology.

Brian Gramer

Chief Executive Officer and Founder, Vtrenz

Brian Gramer is a foremost marketing strategist. Prior to founding Vtrenz, Gramer honed his skills with Michelin Tire Corp., McLeod USA and AnyCollege.Net.

CLOSING KEYNOTE: 4:30 PM - 5:30 PM

DAY
2



HOW TO GET YOUR CEO, CFO, THE FOLKS IN SALES, YOUR AGENCY AND YOUR CLIENT TO BUY INTO YOUR MARKETING PLAN

Imagine what might happen if your CEO, your CFO, your boss, the folks in sales, your agency or your client all bought into your marketing program:

Would you get a bigger budget? More staff? Maybe even a promotion and a raise?

This dynamic keynote will tell you about proven, real-world techniques for getting all stakeholders to buy into the marketing plans and programs you worked so hard to put together. Mac McIntosh, one of America's leading business-to-business marketing consultants, shares his tips and techniques for getting that buy-in you need.

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M.H. "Mac" McIntosh Certified Business Communicator

"Mac" McIntosh is described by many as one of America's leading business-to-business marketing consultants and an expert on the subject of sales leads. His firm helps industry leaders generate more high-quality sales leads, quality leads as being sales-ready, and convert leads into new revenues.

McIntosh has 20 years of hands-on experience, and conducts marketing seminars around the world, and still has time to write regularly for leading marketing and business publications.



Don't miss...
June 14 & 15 - register today at www.nedma.com

2006 EXHIBITORS

@Website Publicity, Inc.

Amherst Label, Inc.

Bay State Envelope

Coptech Digital, Inc.

DIRECT

DM News

DMI, Inc.

DS Graphics

ExactTarget, Inc.

Globe Direct

Hub Labels, Inc.

International Mailing
Solutions (IMS)

Japs-Olson Company

Mail Computer
Service (MCS)

MASS Communications, Inc. Xerox Corporation

New England
Compact Disk

NEDMA

OnTime Companies

PINE (Printing Industries
of New England)

ProofreadNOW.com, Inc.

ResponsiveConcepts™

Structural Graphics, Inc.

Target Marketing

Magnets 4 Media

UniGraphic, Inc.

Vermillion, Inc.

Wilde Direct

W.A. Wilde Company

W.S. Packaging

Xerox Corporation

THERE'S STILL TIME!

Tell New England's direct marketers that you can help them succeed in the Brave New World — **Conference Sponsorships & Exhibit Hall** space are both still available. Get your name out there and/or show your wares at New England's premier gathering of direct marketing specialists.

**Call for information today:
781-237-1366!**

2006 CONFERENCE SPONSORS

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 **BKM**
MARKETING

Strategy ▶ Creative ▶ Execution

DIRECT
Direct Marketing Business Intelligence

 **ExactTarget**
email solutions



JAPS-OLSON COMPANY

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Bentley's LaCava Center



This state-of-the-art conference facility is centrally located and perfectly equipped to serve as a site for the NEDMA 2006 Annual Conference. In addition to easy access to Exhibit Halls, session rooms and other necessities, Bentley is minutes from major highways and the Mass Pike, just 10 miles from Boston, and offers ample, free parking on campus.

For driving directions, visit www.nedma.com.

Hotel Accommodations Available Nearby at Special Rates

Just 3 miles from Bentley College, the new Hilton Garden Inn Hotel at 450 Totten Pond Road, Waltham, MA is offering NEDMA conference attendees a special rate of \$109.00 per room plus 9.7% tax for reservations made by May 31, 2006. To take advantage of this special rate, call 781-890-0100 or 877-782-9444 and mention the NEDMA special rate or reference "group NEDM1."

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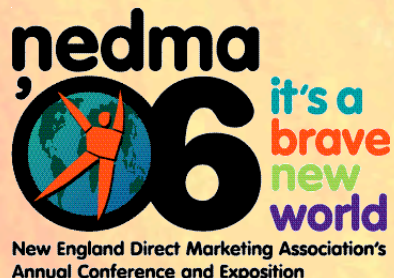
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June 14 & 15, 2005 at LaCava Center of Bentley College in Waltham, MA.

Please copy and use a separate form for each individual registration.

REGISTRATION FORM

Fax completed
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Mail to: NEDMA
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GROUP DISCOUNT:

If 2 or more people from the same company register at the same time, each additional person will save \$100 off the two day conference rate.

CANCELLATION POLICY:

Full refunds for cancellations received in writing by the NEDMA office no later than May 26, 2006 at 5:00 PM. No refunds after May 26, however, you may send a substitute.

SPECIAL ACCOMMODATIONS:

If you require special accommodations, please contact NEDMA at 781-237-1366.

CONFIRMATION:

Your registration will be confirmed by email. Your name badge and tickets for lunch and sessions will be waiting at the Registration Desk in the LaCava Center when you arrive at the Conference.

If you prefer, download and complete a Registration Form from our Website at www.nedma.com.

Get more information and stay connected to the Conference by checking our Blog at www.nedma.com.



Name: _____ Nickname (for Badge): _____
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- DM of the Year Banquet 6/14** NEDMA member: \$50 Non-member: \$60
(not included in Conference fee)

- Exhibit Hall 6/15 ONLY (10:30am-5:30pm)** FREE if you pre-register here, \$5 at door

- Faculty/Students 6/15 ONLY** \$50 full-time students \$75 full-time faculty

Check enclosed: \$ _____ **OR** Charge my: MasterCard VISA AMEX
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