

# 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*  
**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*

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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*  
**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*

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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*  
**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*

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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!**