



DMA2010

CONFERENCE & EXHIBITION

Det faglige indhold

Ole Stangerup

- _ Medlem af DMA's PAC (Programme Advisory Committee) siden 2005

- _ PAC'en tilrettelægger årets konference på møder i foråret
 - _ Key Note Speakers
 - _ Thought Leadership Series (indhold og talere)
 - _ Samtlige sessions (indhold og talere)
 - _ Ca. 500 RFP (Request Faculty Proposal) gennemlæses og udvælges
 - _ Valg/ændring/udvidelse af Session Tracks
 - _ Koordinering med ansvarlige for Exhibition
 - _ Executive Summit, MasterClass og Intensive

Konferencen består af 3 hovedelementer:

Pre
conference

LØR/SØN
9. + 10. okt.

Main
conference

MAN/ONS
11. + 13. okt.

Post
conference

ONS/TOR
13. + 14. okt.

Det faglige indhold kan opdeles i grupper

Pre
conference

Main
conference

Intensives

MasterClass



Key-Notes

Special
summits



Thought
Leadership
Series

Concurrent
Sessions

Intensives

- _Direct Marketing University
- _Fast and Furious Creative Tune-Up
- _Multichannel Marketing
- _Email Marketing Workshop and Certification Program
- _Aquisition and Retention
- _Optimizing Your Website for Conversation and Business Success

LØR	SØN
I	III
II	IV

Strategic Summit

- _Mød kolleger på CEO og VP niveau
- _Top level management strategi

Social Media Marketing Certification

- _Intensiv træning
- _Efter konferencen adgang til test og certificering



MASTER CLASS
SØNDAG 10.10.2010



Program for MasterClass:

09:00-09:05 Velkomst



Kate Maddox
Executive Editor, BtoB
Crain Com., Inc.

09:05-10:10 KeyNote – A comScore update



Graham Mudd
VP, Media & Search
comScore, Inc.

Digital Review 2010

- Hvilke forbrugertendenser har domineret det digitale medielandskab i 2010?
- Hvordan anvender forbrugerne deres digitale medietid?
- Hvilke nye og "upcoming" teknologier nyder markedets bevågenhed?
- Hvad er status på det digitale annoncemarked?
- Hvordan ændrer tendenserne i mobile marketing det digitale landskab?

10:10-10:20 Pause



MASTER CLASS
SØNDAG 10.10.2010



10:20-11:15 **Marketing Investment Strategies**
Maximizing Your ROMI Mix



Onder Oguzhan
Partner
Peppers & Rogers Group
Managed Analytics

- Marketingstrategi der sænker investeringsbehovene men øger resultaterne
- Valg af kanaler baseret på Customer Value-, Behavioral- og Behovsdata

11:30-12:45 **Luncheon KeyNote**
The Pepsi Refresh
Brand Engagement through Social Media

Moderator



Carol Krol
Editor-in-Chief
DM News
Haymarket Media Inc.

Speaker



B. Bonin Bough
*Global Director of Digital
and Social Media*
PepsiCo.



MASTER CLASS
SØNDAG 10.10.2010



13:00-13:50 **Acquisition & Retention Spotlight**
Customer Communications Management



Patrick Brand
President, Mailing Solutions Management
Pitney Bowes

Hør hvordan ledende virksomheder anvender CCM som en del af deres integrerede, multichannel kundetiltræknings- og fastholdelses strategi

13:50-14:35 **Integrated Media**
Adjusting to Changes in
Consumer Buying Behavior



Suzie Brown
Chief Marketing Officer
Valassis

Hyper lokaliserede marketingplaner skræddersyet til den individuelle forbrugers købs- og beslutningsprocesser.

<http://dma2010.org/attendees/special-events/master-class.php>

KEYNOTES



Carol Krol,
Editor in Chief,
DMNews,
Haymarket Media



Bonin Bough,
Global Director of
Digital and Social Media,
PepsiCo



Scott Donaton,
President & CEO,
Ensemble



James Cameron,
Producer/Director,
Avatar



Ehtisham Rabbani,
VP of Product Strategy
and Marketing,
LG Mobile Phones



Jacques Levy,
Global Chairman and CEO,
Sephora Worldwide



Suzanne Vranica,
Advertising Columnist,
The Wall Street Journal



Jack Dorsey,
co-Founder,
Twitter



Jeff Hayzlett,
Former CMO,
Eastman Kodak,
*author of **The Mirror Test***



Gary Vaynerchuk, *author,*
New York Times bestseller,
CRUSH IT



David Jones,
Global CEO,
HAVAS Worldwide,
Euro RSCG Worldwide

KEYNOTE SPEAKERS

SØNDAG 10.10.2010

11:30-12:45 Luncheon KeyNote (del af MasterClass programmet)

The Pepsi Refresh

Brand Engagement through Social Media



Moderator



Carol Krol
Editor-in-Chief
DM News
Haymarket Media Inc.

Speaker



B. Bonin Bough
Global Director of
Digital and Social Media
PepsiCo.

For første gang i 23 år annoncerede Pepsi
at de ikke ville afvikle

TV-ads ifm. SuperBowl tidligere på året.

Pepsi's beslutning og mange nye initiativer diskuteres.

KEYNOTE SPEAKERS

MANDAG 11.10.2010



08:30-10:25 Opening General Session & KeyNote



Lawrence M. Kimmel,
President & CEO,
Direct Marketing Association

Tidligere
**CEO, Grey Direct
Global Network**

KEYNOTE SPEAKERS

TIRSDAG 12.10.2010



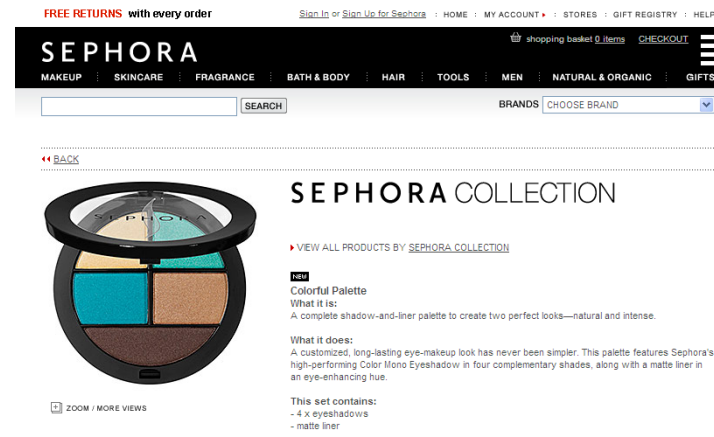
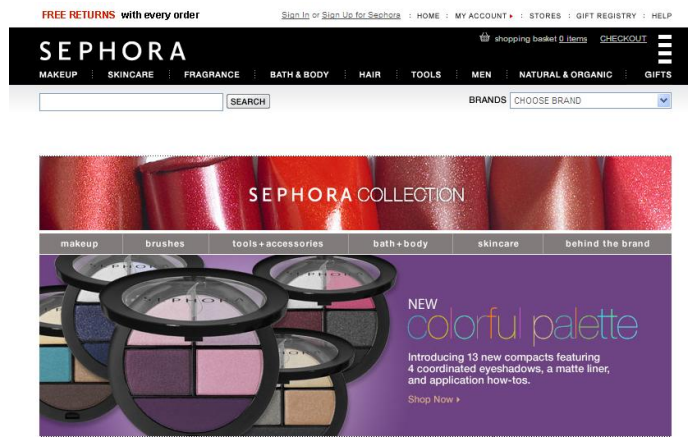
10:15-11:15 KeyNote

Success Has Many Fragrances: An In-Depth Look at Global E-Commerce Titan Sephora



Jacques Levy,
Global Chairman and CEO,
Sephora Worldwide

World Retail Hall of Fame, 2009
Chevalier de la Légion d'Honneur



KEYNOTE SPEAKERS
ONSDAG 13.10.2010



11:15-12:15 **KeyNote**
Marketing 's NeXt Connect
The Business of Social Media

Afslutningsdebat om, hvordan man kapitaliserer på sociale platforme

Moderator



Suzanne Vranica,
Advertising Columnist,
The Wall Street Journal

Panelists



Jack Dorsey,
co-Founder,
Twitter



Jeff Hayzlett,
Former CMO,
Eastman Kodak,
*author of **The Mirror Test***



Gary Vaynerchuk,
author,
New York Times
*best seller, **CRUSH IT***



David Jones,
Global CEO,
HAVAS Worldwide,
Euro RSCG Worldwide



ASK-THE-EXPERTS ROUNDTABLE



THOUGHT LEADERSHIP SERIES

ASK-THE-EXPERTS ROUNDTABLE

MANDAG 11.10.2010

12:30-13:30 37 forskellige Roundtables at vælge mellem



ASK-THE-EXPERTS ROUNDTABLES

MONDAY, OCTOBER 11

12:30 P.M. - 1:30 P.M.

Come and sit in on one or several of 30+ roundtables in the exhibit hall and gain valuable insights and perspectives from direct marketing experts.

1. Strategies to Generate Thousands of New Customers Using Insert Media
2. Bringing the Different Mobile Users to Life: A Mobile Marketing Segmentation
3. Come Together, Right Now, Over SEM: How to Unite PPC and SEO Campaigns
4. Driving Customer Engagement with Social Media Data
5. Measuring Multichannel Dependencies When Everyone is Researching Online
6. How Consumer's "Netspectations" Must Change Our Marketing Models
7. Tracking Brand Sentiment for Social Media: Impact and Defense
8. Layering Social Media into the Direct Marketing Mix
9. Case Study: Digital Marketing that Learns and Optimizes
10. Census 2010: What it Means for America's Marketers
11. Making Sense of the Discordant Metrics of New Media

12. Credit Crunch! How to Acquire & Grow Customers in the New Era of Tight Credit
13. Incorporating Personalization into a Service Environment
14. Divide and Conquer: Using 1:1 Email Techniques to Increase Loyalty
15. The 1st Screen Revolution: Executing a Mobile CRM Strategy
16. What the Census Means to Marketing: Now and For the Next 10 years
17. The Social Media Reckoning: Strategies for Driving Trackable Results
18. How to Use Valuable Promotional History to Drive 38% Improvement in Response from the 50+ Market
19. The Tweet Sound of Success: Leveraging Social Networks for Recruiting
20. Monetizing the Value of Your Marketing Investment: A Practical Approach
21. In Today's DVR Environment, What Gets a Commercial Noticed?
22. Socially Enabling Your Organization
23. Lead Generation - Why Email Quality Matters!
24. A Marketer's Guide to Email Deliverability and Challenges
25. New Innovations in Subscription Marketing
26. Direct Mail: What Makes Your Piece Trash or Treasure
27. The Next Dimension in Consumer Experience: Direct Live Communications
28. Effective Lead Nurturing: The Key to Doubling Conversion Rates
29. Explaining Language Preference Among Foreign-Born Latinos
30. Cross-Media Campaigns - Blending Print and Interactive Programs



THOUGHT LEADERSHIP SERIES

MANDAG 11.10.2010



13:45-14:45 Vælg mellem disse 3:

"Sell, or Else" in the 21st Century



Brian Fetherstonhaugh
Chairman & CEO
OgilvyOne Worldwide



Todd Herman
OgilvyOne Worldwide

Next Generation: The Audience Centric Web



Jesse Goranson
SVP, Account Management
The Nielsen Company

Enhance Consumer Insight with Social Media



Chris Brogan
President
New Marketing Labs



Mark A. Chaves
*Director of Media
Intelligence Solutions*
SAS Institute



THOUGHT LEADERSHIP SERIES

TIRSDAG 12.10.2010



08:45-09:45 Vælg mellem disse 3:

Global Marketing – Delivering One Voice in Many Languages



Gina Poole
Vice President Marketing
IBM Software



Pam Evans
*Senior Web
Marketing Manager*
IBM Software

Integrating Online And Offline Data for Digital and Direct Marketing



Jonathan Margulies
Director
Winterberry Group



Todd Greer
Senior Vice President
Axiom Corporation



Anas Osman
Vice President
Disc. Financial Serv.



Matt O'Grady
President
Nielsen Claritas



Brad Terrell
VP & General Manager
Netezza Corporation

How to Use Your DM Advantage and Win the Game of Social Media



Richard G. Rosen
President & CEO
ROSEN



Marc Naujock
*Creative Director &
Social Media Strategist*
**Quango
Interaction Design**



THOUGHT LEADERSHIP SERIES

TIRSDAG 12.10.2010



16:15-17:00 Vælg mellem disse 4:

A New Direct Medium Called ...Television



David Verklin
CEO
Canoe Ventures

Corporate Risk and Responsibility in a Web 2.0 Environment



Michael Fertik
CEO & Founder
Reputation Defender

Traditional vs. Digital – Which Agency Model Will Dominate in the 2010s?



William Gaulter
CEO and Co-Founder
e-storm international



Steve Gatfield
EVP
Interpublic



Suzan Briganti
President
Totem Brand Strategy



Stuart Sproule
Managing Director
AKQA

Leveraging the “Voice of Your Customer” to Achieve Significantly Greater Engagement and Sales Across Social and Traditional Media



Ernan Roman
President
Ernan Roman
Direct Marketing



Thomas Ryan
CEO
Threadless.com



GODE RÅD

DMA:2010

CONFERENCE & EXHIBITION

October 9 - 14, 2010
Moscone Convention Center > San Francisco, CA

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PARTIAL ATTENDEE LIST
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CONFERENCE TRACKS

- Acquisition & Lead Generation
- Behavioral & Trigger Marketing
- Creative & Production
- Direct & Digital Marketing Fundamentals
- Leveraging Emerging Channels
- Database, Measurements & Attribution
- Cross-Channel Marketing
- Retention & Loyalty
- Brand & Social

THE GLOBAL ROI MARKETING EVENT



Up-to-the-minute trends, research, and strategies on a range of hot marketing topics — niche and broad.

▶ See the full Monday and Tuesday Thought Leadership lineup!

DMA2010 KEYNOTES INCLUDE:



JAMES CAMERON
Producer/Director
Avatar



JACK DORSEY
Co-Founder
Twitter, Inc



GARY VAYNERCHUK
author of *New York Times* best seller *CRUSH IT*



B. BONIN BOUGH
Global Director of Digital and Social Media
PepsiCo

TEAM DISCOUNT!
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THE 4TH FREE —
A SAVINGS OF UP TO \$2,399!



DMA2010 is the Global ROI Marketing Event



DMA:2010


CONFERENCE & EXHIBITION


October 9 - 14, 2010
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DMA2010 > Plan Your Event > Build Your Event Plan > Sessions and Events

“Great things are done when men and mountains meet.” - William Blake



IRON MOUNTAIN®

Booth #2009

Print

Exhibitor Visit List

Sessions and Events

Meetings

Actions: [Find and Add Sessions](#) | [Delete Selected Items](#) | [Export all to Calendar](#)

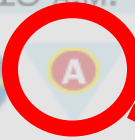
<input type="checkbox"/>	Item/Description	Track	Date ▲	Time	Location	Action
<input type="checkbox"/>	Welcome	Master Class	Sun, 10/10/10	9:00 AM - 9:05 AM		
<input type="checkbox"/>	A Digital Year in Review What You Need to Know Mov...	Master Class	Sun, 10/10/10	9:05 AM - 10:10 AM		
<input type="checkbox"/>	Maximizing Your ROMI Mix	Master Class	Sun, 10/10/10	10:20 AM - 11:15 AM		
<input type="checkbox"/>	Pepsi Refresh: Brand Engagement Through Social Med...	Keynotes	Sun, 10/10/10	11:30 AM - 12:45 PM		
<input type="checkbox"/>	Customer Communications Management	Master Class	Sun, 10/10/10	1:00 PM - 1:50 PM		
<input type="checkbox"/>	Integrated Media Adjusting to Changes in Consumer ...	Master Class	Sun, 10/10/10	1:50 PM - 2:35 PM		
<input type="checkbox"/>	A New Mindset... Bridging Entertainment, Technolog...	Keynotes	Mon, 10/11/10	8:30 AM - 10:25 AM		
<input type="checkbox"/>	"Sell or Else" in the 21st Century	Thought Leadership Series	Mon, 10/11/10	1:45 PM - 2:45 PM		
<input type="checkbox"/>	Integrating Online and Offline Data for Digital an...	Thought Leadership Series	Tue, 10/12/10	8:45 AM - 9:45 AM		
<input type="checkbox"/>	Success Has Many Fragrances: An In-Depth Look at G...	Keynotes	Tue, 10/12/10	10:15 AM - 11:15 AM		
<input type="checkbox"/>	Traditional vs. Digital Which Agency Model Will Do...	Thought Leadership Series	Tue, 10/12/10	4:15 PM - 5:00 PM		
<input type="checkbox"/>	Marketing's NeXt Connect... The Business of Social...	Keynotes	Wed, 10/13/10	11:15 AM - 12:15 PM		

DAY AND TIME

MONDAY, OCTOBER 11

11:15 A.M. – 12:15 P.M.

SESSION
ICONS



SESSION TITLE

**EVENT-TRIGGERED MARKETING SOLUTIONS:
WHICH ONE IS BEST FOR YOU?**

See how identical event-triggered marketing

CHANNELS

- ADM = ADDRESSABLE MEDIA
- CT = CATALOG
- DM = DIRECT MAIL
- RAD = DR RADIO

LEVELS



Optimized to provide the basics and give you an overall introduction to the subject matter.



General knowledge of the subject on which the session focuses would be beneficial.



Designed for seasoned marketing professionals that actively work on the subject matter being presented.

Most appropriate for a BtoB target audience



Indicates session speakers are previous DMA Award winners or up-and-coming "rising stars" within their fields



Sponsored by a DMA Council



needs to vendors

- See how three competitors address an identical problem and solve it

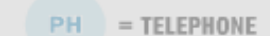
SPEAKERS:

Bernice Grossman, *President, DMRS Group, Inc.*

Mike Fazio, *Consultant, Experian*

Andy Bober, *Director, Customer Intelligence Product Management, SAS Institute, Inc.*

Jerry Kosmachuk, *Manager, Applications Consulting, Neolane*



- _ Forbered dig hjemmefra (www.dma2010.org)
- _ Jeg anbefaler MasterClass, KeyNotes og TLS
- _ Check for level (F – I – A) og hav altid en plan B klar
- _ Spørg gerne de erfarne deltagere
- _ Kom i god tid til indlæg
- _ Gå inden for 5 min. hvis indlæg er under forventning
- _ Husk at der kan være køligt i de store sale

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