

Hear what your peers have to say about our B-to-B Seminars

B-to-B Direct Marketing from A-Z

"Ruth and Cyndi were great! They made the past few days interesting and enjoyable. The collaborative effort between attendees was VERY helpful. Sharing of ideas and input from the team was very useful. I learned a lot."

Shawn Riffle
Program Manager
FileNet Corporation

"Very engaging and interactive session. The personality of the two instructors were most helpful to my learning."

Raymond Brown
Vice President Inside Sales
First Horizon Merchant

"This course turned out to be a major plus for someone new to our department, as it created a good framework and base for our company — specific training. We feel that seeing the big picture first gave him a "flying start" on the whole process. As a bonus, he came back with some fresh ideas, and is making a solid contribution even sooner."

David Knutson
Customer Database Manager
ULINE Shipping Supplies

Advanced B-to-B: Building High-Performance B-to-B Lead Generation & Management Systems

"Excellent content and delivery. Real-life info that will translate to dollars."

Jack LaRue
VP Marketing
Creative Solutions

"I have looked for a B-to-B class for a long time and this one is a gem!...one of the most valuable classes of my career in terms of professional development. I was totally captivated for 90% of two days and liked the tandem approach and sharing of real-life experiences by Russell and Jim. I was so excited about implementing some of the new ideas and tools in Day One that I couldn't wait to learn more on Day 2."

Michelle L. Stroup
Retail Marketing Manager
Lawson Software

"A lot of valuable information in a short time. I found the topics to be highly applicable to my issues."

Jeanine Penticoff
Manager of Marketing
Alliant Energy Integrated Services

Companies Who Have Previously Attended B-to-B Seminars

Amersham Biosciences	McGraw Hill	Polyline Corporation
Aramark Uniform Services	Micro Motion/Emerson	PSE&G
DoubleClick, Inc.	Microsoft Corporation	Recreational Equipment, Inc.
Dunn & Bradstreet Corporation	Modem Media	SAFECO Insurance Company
EnvoyWorldWide, Inc.	Monster	Schwan's Sales Enterprises, Inc.
FedEx	Nashua Corporation	Sprint PCS
Haht Commerce	New York Times	TDS Telecom
Intuit	Nextel Communications, Inc.	Thomson Financial
J.D. Edwards	Olympic Mortgage	ULINE Shipping Supplies
John Deere Company	Oracle Corporation	WebEx Communications, Inc.
KeyBank	Peopleclick	Wells Fargo
Martindale-Hubbell	PeopleSoft, Inc.	WW Grainger

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Have any DMA seminar tailored to your needs and presented at your site. Try out a DMA seminar. If you decide to bring it in-house, your seminar fee will be deducted from the total in-house training fee. Visit www.dmainhouse.org or call our In-House Training Coordinator at 212.768.7277, ext.1609, or e-mail inhoustraining@the-dma.org for information.

Call 212.790.1500

Which Seminar is Right for You?

COURSE 1

BEGINNER/INTERMEDIATE

B-to-B Direct Marketing from A-Z

Just a sampling of the ideas you'll explore:

- Integrate direct and database marketing into your B-to-B marketing strategies
- Deploy direct response communications to reduce costs and drive business sales
- Leverage single and multichannel marketing
- How to test with more success and less risk



COURSE 2

INTERMEDIATE/ADVANCED

Advanced B-to-B: Building High-Performance B-to-B Lead Generation & Management Systems

A few of the high-performance ideas you'll learn:

- 9 tricks of the trade to help you integrate your online, offline, telemarketing, and database strategies to deliver maximum results — NOW!
- 11 mistakes most B-to-B marketers make, and how to avoid them
- 6 ways to deliver more qualified leads to the sales force by working smarter, not harder
- 13 ways to make dramatic increases in response rates, lead quality, and sell through



TWO COURSES. TWO DAYS. ONE GREAT LOCATION.

B-to-B Direct Marketing from A-Z



Advanced B-to-B: Building High-Performance B-to-B Lead Generation & Management Systems

January 26 – 27, 2006 • Chicago, IL

www.dmab2bseminars.org

IT'S THE BEST THING YOU CAN DO FOR YOUR BUSINESS. LEARN MORE INSIDE.

DMA
Direct Marketing Association
1120 Avenue of the Americas
New York, NY 10036-6700

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DMA
Direct Marketing Association

DMA has a B-to-B marketing seminar to meet your training objectives

B-to-B Direct Marketing from A-Z



Advanced B-to-B: Building High-Performance B-to-B Lead Generation & Management Systems

January 26 – 27, 2006
Allerton Crowne Plaza • Chicago, IL

www.dmab2bseminars.org

BONUS:

Receive a free copy of your instructor's latest book.

Jump-Start Your B-to-B Marketing Initiatives

Need to increase sales, save money, and improve your B-to-B marketing and sales program? Join us in Chicago this January for two information-packed days where you can choose from our overview or advanced course. We have scheduled these two seminars on the same day and time so that you can attend with your colleagues and facilitate learning across your organization. Attend one of these seminars and gain the specialized knowledge and skills required to succeed in the B-to-B marketplace.

Which seminar is right for you?

	B-to-B Direct Marketing from A-Z	Advanced B-to-B Lead Generation
Years in Marketing	0 – 3	3+
Course Level	Beginner/Intermediate	Intermediate/Advanced
Company Size	All	Mid to Large
Instruction Format	Overview/Instructional	Case Study

Special Benefits of This Joint Event:

- Employees from different levels of your organization can convene at breaks and discuss new strategies
- Leverage the leaders' expertise from both seminars
- Network with your B-to-B peers from both seminars during lunch each day
- Attend the "Ask the Experts" Q&A session at the end of Day 2
- FREE copy of your instructor's latest book and B-to-B Strategic Information Factbook

Bring Your Team and Save

Register four (4) people from the same company at the same time for either or both seminars and get a fifth (5) registration free. Please call Customer Service at 212.790.1500 to register your team.

Jump-Start Your Career by Joining the DMA Certificate Program Today!

Ready to enhance your career in direct and interactive marketing? Both of these seminars qualify for the **DMA Certificate in Direct Marketing**. Join the DMA Certificate in Direct Marketing program and earn a credential as you attend valuable seminars on direct, interactive and database marketing. This program is designed for newcomers, as well as seasoned professionals, who want to learn innovative approaches that will impact their on-the-job performance.

For more information or to submit an application, please visit www.dmacertificate.org or call 212.768.7277, ext. 1478.

Call 212.790.1500

COURSE 1

BEGINNER/INTERMEDIATE

B-to-B Direct Marketing from A-Z

Learn how to:

- Develop effective creative
- Construct offers
- Select lists and test
- Build databases
- Set budgets
- Measure results

You will also share and learn from your peers in an interactive, highly engaged environment. Best of all, you'll spend two days with real B-to-B experts who will share their direct marketing work in the B-to-B world. Don't miss this comprehensive seminar that will enhance your B-to-B marketing success.

Your Seminar Leaders



Ruth Stevens
President
eMarketing Strategy

Ruth consults on customer acquisition and retention for both consumer and business-to-business clients. She has

held direct marketing positions at Time Warner, Ziff-Davis, and IBM, as well as two Internet start-up companies. Ruth teaches graduate students at NYU and Columbia Business School, and is past chair of The DMA Business-to-Business Council. Crain's *BtoB* magazine named Ruth one of the 100 Most Influential People in Business Marketing in 2002. Ruth is the author of *The DMA Lead Generation Handbook* and *Trade Show and Event Marketing*.



Cindy W. Greenglass
President, Agency Services
Diamond Marketing Solutions Inc.

Cyndi is President of Agency Services at Diamond Marketing Solutions Inc., an

integrated, full-service direct marketing company offering end-to-end direct marketing solutions. With 20+ years of direct marketing experience, Cyndi has designed, implemented, and managed innovative business-to-business and consumer data-base projects for companies including Citicorp, Diners Club, Household Finance, Lands' End, Kellogg School of Management, and Lexmark International.

YOUR SATISFACTION IS GUARANTEED OR YOUR MONEY BACK

If you are not 100% satisfied, we will refund your registration fee in full. We can afford to make this offer because we know this seminar is going to meet — or exceed — your expectations. It's part of our commitment to provide you with the highest possible quality in education and training.

Anne A. Schaeffer
Senior Vice President, Education and Events
Direct Marketing Association, Inc.

IMPROVE YOUR ENTIRE MARKETING & SALES STRATEGY

DAY 1

9:00 A.M. — 5:00 P.M.

B-to-B — The Place "To Be"

- Learn why B-to-B is hot and how direct marketing is playing a defining role
- Statistics on the industry you can use to make smart decisions
- Turn your buying process into a marketing tool

How to Turn Your Database into a High Performance Engine

- What you need to know about your database that IT won't tell you
- The dangers of dirty data and how to keep your data clean
- How to handle the unique difficulties of B-to-B data

How to Overcome Inertia — The Role of Offers

- What is a USP and how can it be used to overcome resistance
- Hard offers, soft offers, and offers that work
- 10 proven B-to-B offers

Great Creative That Works — and Why

- How to write compelling copy for business buyers
- 5 examples of excellent B-to-B direct response communications
- What is the role of graphics and design?

Testing

- How to test with more success and less risk
- Do's and don'ts for testing price, lists, copy, and timing
- Samples of head-to-head tests with results analysis

DAY 2

8:30 A.M. — 4:30 P.M.

The Direct Mail Package: The Workhorse of Direct Response Marketing

- Learn which formats are most effective and when to use each one

- How to break through the clutter and the gatekeeper to get attention
- 5 dogs, 5 heroes, and 5 hard-working packages

Telemarketing: Still Alive and Well

- How to use the phone to cross sell and upsell
- Learn how to structure a successful telemarketing campaign
- How to integrate telephone marketing into your next campaign

Maximizing the Internet

- 12 Internet marketing tools, and when to use them
- 7 proven online strategies
- Do's and don'ts of permission based e-mail marketing

B-to-B Catalog Marketing

- The basics of successful cataloging
- How a catalog can fit into your overall marketing strategy
- 10 deadly errors for B-to-B catalogers

Beyond the Basics — The Key Media Toolbox

- Print advertising
- Seminars and virtual seminars
- Insert media

Profitable Lead Generation

- Why sales must be part of your marketing strategy
- How to create a realistic budget and campaign
- 7 methods for measuring campaign results

Profitable Retention Tactics

- Successful strategic options for customer retention
- 5 proven retention tactics

Summary & Overview

- 5 challenges and 5 opportunities unique to B-to-B direct marketing
- How to forecast sales, profits and products
- What is the role of strategic partnerships?

* Complete outline available online.
Outline subject to change.

COURSE 2

INTERMEDIATE/ADVANCED

Advanced B-to-B: Building High-Performance B-to-B Lead Generation & Management Systems

Learn how to:

- Make dramatic increases in program performance
- Protect yourself from launching a doomed campaign
- Improve lead quantity and quality — and compress the sales cycle at the same time
- Integrate online and offline campaigns (most people do this wrong and fail)

The purpose of this seminar is to give you the tools you need to create, build, and manage world-class lead generation and management programs. This seminar will show you how to increase program performance by 100%, 200%, or more!

Your Seminar Leaders



Russell Kern
Founder & CEO
The Kern Organization

Russell is a 20+ year direct response veteran and is recognized as one of the industry's top practitioners,

authors, and educators. Russell is an expert at B-to-B and B-to-C direct marketing, having created well over a thousand lead generation, traffic generation, event attendance generation, direct sales, and cross sell marketing programs for Fortune 500® clients in technology, financial services, healthcare, manufacturing, and agriculture. A portion of Russell's expertise is presented in his book, *S.U.R.E.-Fire® Direct Response Marketing: Generating Business-to-Business Sales Leads for Bottom-Line Success*.

The following topic experts are joining the seminar leaders to enhance your learning.

David Cook
Director
Concentrix
Telemarketing

Joshua Stylman
Managing Partner
Reprise Media
Search Engine Optimization



James Obermayer
President, Agency Services
Adtrack Corporation

Well-known author of the book *Sales and Marketing: 365 Tips, Tricks and Tactics for Making More Money All Year*

Long, James Obermayer has a wealth of client and service side experience. Currently Vice President of Sales for AdTrack Corporation, Jim has been Vice President of Sales for Kern Direct, Vice President of Worldwide Sales for Stac, Inc., and Executive Vice President of Inquiry Handling Services. He has also been the Principal of his own consulting firm, Sales Leakage Consulting.

INCREASE PROGRAM PERFORMANCE NOW!

DAY 1

9:00 A.M. — 5:00 P.M.

What Does Sales REALLY Want From Marketing?

- Natural conflicts between sales and marketing and how to fix
- 4 universal lead qualification criteria
- 4 ways to quell criticism of lead quality and sales value

Strategic Planning

- 10 sure-fire ways to fix broken programs fast
- Financial metrics and benchmarks that set realistic expectations and increase project control
- Reduce your risk with competitive intelligence

The Sales Funnel

- Improve your input and output
- Internal and external demand generation campaign ROI
- Closing rate and sales effectiveness

50+ Proven Offer Strategies

- Match offers to buying stage and decision maker
- Content aggregation
- 5 rules for must-get offers
- Premiums, sweepstakes, and promotions without degrading quality

Response Management

- Work with the sales organization for lead quantity and quality
- Disposition of leads for closed-loop reporting
- 6 bottom-line, must-know essentials

DAY 2

8:30 A.M. — 4:30 P.M.

Campaign ROI

- Leverage auto eDialog
- Rules-based auto e-mail launch strategies and examples
- Telesales and telenuitring strategies

Direct Mail and Print

- 18 never fail rules
- 7 proven message-positioning strategies
- Creative matters: The good, bad, and the ugly
- 12 time-tested, fail safe, letter writing techniques

Promotion

- Content is king — the magic trio that brings in registrations
- Rules to make events go smoothly and maximize backend results
- Virtual seminar, conference and C-level event techniques

Online Marketing and Search Optimization

- E-mail marketing trends
- Real response rates
- 12 tips for must-read/must-respond e-mails
- E-newsletters and magazines with click power

Advanced Testing Strategies

- 6 steps to prospect's needs, desires, and belief systems
- Qualitative and quantitative research
- Large scale multivariate grid testing
- What to test, how to structure, and how to read results

Telemarketing

- Pitfalls and advantages
- Evaluate, select and manage an outsource vendor
- Integrate with online, mail, and print

Targeting, Segmentation and Modeling

- Selecting controlled circulation, compiled or aggregated databases
- Advanced modeling methods for B-to-B marketers
- 3 effective techniques to get rid of the trash in your campaigns
- Why vertical marketing doesn't pay 9 out of 10 times

* Complete outline available online.
Outline subject to change.



Day 2 • 4:00 P.M. — 4:30 P.M.
Join seminar leaders and attendees from both seminars for the "Ask the Experts" Q&A session.

4 WAYS TO REGISTER

1. **ONLINE** : www.dmab2bseminars.org
2. **CALL** : 212.790.1500
3. **FAX** : 212.302.7643
4. **MAIL** : DMA Customer Service
1120 Avenue of the Americas
New York, NY 10036-6700

REGISTRATION FEES **ask about group discounts***

- DMA Member \$1,299 Non-Member \$1,599

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SAVE \$300

NOTE: You must choose which one of the two seminars you'd like to attend. The registration fee is per attendee per seminar.

For information on Membership, call DMA at 212.768.722 ext. 1155 or email membership@the-dma.org.

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*BRING YOUR WHOLE TEAM AND SAVE

Register four (4) people from the same company at the same time for either of both seminars and get a fifth (5) registration free. Please call Customer Service at 212.790.1500 to register your team.

HOTEL ACCOMMODATIONS

A limited number of rooms are available at a special rate (until one month before the seminar) at the hotel listed below. To receive this special rate, mention that you are attending one of the DMA B-to-B seminars when you call.

Allerton Crowne Plaza
701 N. Michigan Avenue
Chicago, IL
800.440.1500

COURSE SCHEDULE

9:00 A.M. to 5:00 P.M. on Day One and 8:30 A.M. to 4:30 P.M. on Day Two. Registration and check-in are at 8:30 A.M. on Day One. Continental breakfast and lunch will be served each day. From time to time, we change a date or location of a seminar. If we need to change a date or location for any reason, you will be contacted.

PAYMENT POLICY AND CONFIRMATION

In order to confirm your place in the seminar, we require payment in full. If you have not received confirmation of your attendance from DMA, please call 212.790.1500 to ensure your seat.

CANCELLATION POLICY

If you must cancel, please submit cancellations in writing to the DMA Customer Service Dept. Registrations canceled at least 5 days before the event will be refunded 100%. Cancellations received less than 5 days before the event will not be refunded. Rather, the remaining balance will be held on account for a future DMA event within 12 months of the cancellation.

MAKE YOUR TRAVEL ARRANGEMENTS

For discounted flights on major airlines call 1.800.683.9100.

CEUs AWARDED

Continuing Education Units may be used as evidence of your new skills and educational accomplishments. Attendees at this seminar earn .8 CEUs per day. For a certificate detailing your achievement, please contact DMA Customer Service at 212.790.1500.

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Please enroll me in:

B-to-B Direct Marketing from A-Z Meeting Code: BBB0106

or
 Advanced B-to-B: Building High-Performance B-to-B Lead Generation & Management Systems Meeting Code: BBA0106

REGISTRATION FORM

Name _____ Title _____
Company _____
Address _____ City _____ State _____ Postal Code _____
Phone _____ Fax _____
E-mail _____

Registration Fees: DMA Member: \$1,299 Non-Member: \$1,599

PAYMENT METHOD

Check enclosed (payable to DMA) Charge my: Visa AMEX MasterCard Discover Card

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