From: KCDMA
To: Jessica Best;
Subject: March 09 E-News: DMDays Photos & 3 Differences Between Email & Direct Mail
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KANSAS CITY DIRECT MARKETING ASSOCIATION

inside DIRECT

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KCDMA

March 2009

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DM Days 2009 Advanced Session 2: The Science of Interactive Marketing

Tuesday, March 24, 2009 | 1:30 P.M. - 5:00 P.M.
$129 Member Early Bird | $169 Nonmember Early Bird | $79 Student

Sheraton Hotel
6100 College Blvd
Overland Park, KS 66211 map it

The afternoon half of 2009's DM Days SCIENCE OF SUCCESS, focused on interactive formulas for success.

1:30-2:30 p.m.	How Search and Digital Drive Offline Response, Ken Robbins
2:30-3:00 p.m.	Break/Networking
3:00-4:00 p.m.	Emerging Technologies: A New Era for Direct?, Angela Ridpath
4:00-5:00 p.m.	Email Marketing Best Practices: The Good, the Bad and the Wow, That Kicked A$$, David Cacioppo

Register Now! | Read Speaker Bios | Read more about DM Days 2009

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Escape from the lab to celebrate your success:
Don't miss the AMBIT Awards, directly following DM Days, Adv Session 2!

This is the culmination of many experiments, testing, hypothesizing and eventually succeeding... The 2009 AMBIT Awards! The theme, Weird Science, doesn't mean you have to build yourself a date, but you should definitely invite your fellow marketers. This is sure to be fun night and a great opportunity to see the best scientists' best stuff.

Tuesday, March 24, 2009 | 6:00 P.M Cocktails & Semi-Formal Dinner | 7:00 P.M. Awards
Registration $70 Individual | $700 Tables
Stay for DM Days Happy Hour from 5:00-6:00 P.M.

Sheraton Hotel | 6100 College Blvd, Overland Park, KS 66211 | map it

Reserve your table or seats now! [LINK]

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Up Next: A Sneak Peek at April & May Luncheons...

Mark your calendars for our upcoming luncheons:

> Tuesday, April 14 - Going Green: New Materials and Solutions for Direct Marketers
> (in honor of Earth Day, April 22)
>
> Tuesday, May 12 - Killer Case Studies: A Panel of AMBITS 2009 Top Winners

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Members Save 25% on DM Days Registration

Last chance to become a KCDMA Member and save 25% on registration for DM Days, Advanced Session 2! Join now for the 2009-2010 year and receive member pricing on this annual highlight event.

To become a member, email Louie Smith at Louie.Smith@bcbsks.com or visit www.KCDMA.org and click "JOIN".

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3 Differences Between Email and Direct Mail
By Ethan Boldt, editor, Inside Direct Mail, as seen at *TargetMarketingMag.com*

There are many similarities between e-mail and direct mail copy: e-mail subject lines compared to envelope teasers, subheads and lead paragraphs that work in both channels, and offer expiration dates that can be effective in both as well. However, understanding the key *differences* will help you run a truly effective multichannel campaign.

> Difference #3: ***Direct mail is a more forgiving medium.*** "The direct mail piece has a much

longer shelf life, for it may still be getting a significant response several weeks later," comments Michael Bloom, vice president of direct marketing operations for Datran Media. "With e-mail, that is not the case. It's not terrestrial; you can't put it on the shelf; you can't take it with you." E-mail can quickly get buried in an e-mail folder to never resurface, be sent to the junk dungeon or make an impression that's fleeting at best. That's why it's a worthwhile test to follow up a direct mail contact with an e-mail effort to capitalize on latent interest.

Read the full article, including the other 2 differences...

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DM Days 2009 Advanced Session 1 -- Sights & Sounds from Pierson Auditorium

- "[In segmentation], it's about clarity rather than certainty." - Ron Park
- "[In the present economy], drive relevance, drive media effect." - Ron
- "Know your goal. If you say your goal is awareness, is it? Or is really revenue?" - Ron
- "If you've been doing something for a long time, you're probably doing it wrong" - Terry Berggren & Bob Frohoff in regards to the "I've always done it this way" marketing mentality
- "Partner with a good company for your Search Marketing: it's "Kids Don't Try This At Home" Marketing" - Terry & Bob
- "If you can't measure it, you can't manage it." - Terry & Bob
- "What do you suck at? If you never question what you suck at, you'll never stop sucking at it." - John January & Tug McTighe
- "Deciding by committee is stupid. Collaboration isn't deciding by committee. Yoda's still the man." - John & Tug
- "Good ideas will die. Your success comes when you present the good idea, no matter if the idea dies." - John & Tug
- "Celebrate seriously... Cause tomorrow there will be another Death Star" - John & Tug

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