

TIME	BREAKOUT SESSIONS				
	EXPO HALL / SPECIAL EVENTS	B2B	CREATIVE/PRODUCTION	CRM	DATABASE MARKETING
7:30 AM	Registration Desk Opens — River Exhibition Hall Promenade		Continental Breakfast Outside Meeting Rooms		
8:30 - 9:30 AM	Expo Hall Closed	Building B2B Brands That Work...And Last Tennessee Room Mike Stefaniak, Zizzo Group Advertising & Public Relations	Intelligent PURLs Increase Response Rates and Improve Conversion: Case Study Arkansas Room Steve Theriault and Susan Chapman, Quantum Group; Scott Markman and Harold Woodridge, The Monogram Group		Building Customer Relationships in a Recession Using E-mail Marketing Ohio Room Arthur Middleton Hughes, e-Dialog
9:30 - 9:45 AM	Networking Break				
9:45 - 10:45 AM	Expo Hall Closed	Lead Gen to Gen Y: Prepare for the New B-to-B Buyer Tennessee Room Liz Brohan, Colman Brohan Davis; Pam Evans, IBM; Troy Mastin, Consultant & Analyst; Dick Strassburger, Colman Brohan Davis	From Pauper to Princess: How Direct Creative Has Changed Arkansas Room Kathy Bucaro-Zobens and Dasher Lowe, Drafftcb		Boost Your ROI Through Predictive Modeling Ohio Room Bill Singleton and Rob Carlin, The Allant Group
10:45 - 11:00 AM	Networking Break				
11:00 AM - 11:45 PM	KEYNOTE PRESENTATION IN RIVER EXHIBITION HALL B:		JEFF DAVIDOFF, SENIOR VICE PRESIDENT AND CHIEF MARKETING OFFICER, ORBITZ WORLDWIDE		
11:45 - 1:15 PM	BOX LUNCH AND GRAND OPENING OF EXPO HALL		IN RIVER EXHIBITION HALL B		
1:15 - 2:15 PM		Top 10 B2B Telemarketing "Worst Practices" ... and What to Do Instead Tennessee Room Michael Brown, Business to Business By Phone			Proving Marketing's Value While Creating a Performance-Driven Marketing Organization Ohio Room Laura Patterson, VisionEdge Marketing
2:15 - 2:30 PM	Networking Break – Visit Exhibitors in Expo Hall				
2:30 - 3:30 PM	Expo Hall Open	Lousy Marketplace, Great Opportunity: Turning Bad News into Powerful Results Tennessee Room Kathi Brown Wright, Wells Fargo		Whose Generation Rules? And What Are the Rules? Mississippi Room Elene Cafasso, Enerpace, Inc.; Luisa Buehler, The Hire Solution Employment Corporation	Data-Driven Strategy on Customer Migration Ohio Room Alan Weber, Data to Strategy Group/D2SG
3:30 - 3:45 PM	Networking Break – Visit Exhibitors in Expo Hall				
3:45 - 4:45 PM	Expo Hall Open	Going Global: Breaking Down Barriers to Build a Brand and Reach New Markets Tennessee Room Lori Colman, Colman Brohan Davis; Scott Vanderverter, CF Industries, Inc.		Wanted: A C-Level Officer Who Will Make the Customer a Priority Ohio Room Laraine Spector, The Midway Strategy Group; Michael Lynch, Lettuce Entertain You; Lara Shakelford, SPSS; Ward Howe, Euro RSCG	
4:45 - 6:00 PM	Visit Exhibitors in Expo Hall / Cocktail Reception in Expo Hall				

TUESDAY, MAY 5 CONTINUED

TIME	EXPO HALL / SPECIAL EVENTS	DR/BROADCAST	BREAKOUT SESSIONS		
			INTEGRATED MARKETING	INTERACTIVE MARKETING	MULTICULTURAL MARKETING
7:30 AM	Registration Desk Opens — River Exhibition Hall Promenade		Continental Breakfast Outside Meeting Rooms		
8:30 - 9:30 AM	Expo Hall Closed		<p>Are Your Integrated Marketing Programs Missing Their Integration? Mississippi Room Mayer Becker, MarketSphere Consulting LLC</p>	<p>Engage Your Audience through Social Media Marketing Missouri Room Marci Chapman, MC2 Enterprises</p>	
9:30 - 9:45 AM	Networking Break				
9:45 - 10:45 AM	Expo Hall Closed		<p>Creating a Brand Platform for Successful Marketing Integration Mississippi Room Steffan Postaer and Scot Havrilla, Euro RSCG Chicago</p>	<p>Mobile CRM: The Hottest New Medium for Building Relationships Missouri Room Jay Weinberg, The JAY Group; David Wachs, Cellit Mobile Marketing; Sherry Peterson, Hoosier Park Racing and Casino</p>	
10:45 - 11:00 AM	Networking Break				
11:00 AM - 11:45 PM	KEYNOTE PRESENTATION IN RIVER EXHIBITION HALL B:		JEFF DAVIDOFF, SENIOR VICE PRESIDENT AND CHIEF MARKETING OFFICER, ORBITZ WORLDWIDE		
11:45 - 1:15 PM	BOX LUNCH AND GRAND OPENING OF EXPO HALL		IN RIVER EXHIBITION HALL B		
1:15 - 2:15 PM		<p>The DNA of Successful Campaign Integration Arkansas Room Sandy French and Pippa Nutt, Northern Lights Direct Response</p>	<p>Customers As Risky Assets: Managing the Portfolio Mississippi Room Keith Hermiz, Ph.D., IBM</p>	<p>Digital Anthropology: Using Social Media to Gain a Deeper Understanding of Consumers Missouri Room Megan Bannon, Rapp</p>	
2:15 - 2:30 PM	Networking Break – Visit Exhibitors in Expo Hall				
2:30 - 3:30 PM	Expo Hall Open	<p>Using DRTV to Reach the Hispanic Market Arkansas Room Rick Sangerman, A. Eicoff & Company; Kate Williams, Sylmark Inc.; Brian Golinvaux, Univision Network; Beth Fritz, A. Eicoff & Company</p>		<p>Multichannel Direct Response: Managing and Measuring Online with Offline Interactions Missouri Room Cass Baker, Leapfrog Online</p>	
3:30 - 3:45 PM	Networking Break – Visit Exhibitors in Expo Hall				
3:45 - 4:45 PM	Expo Hall Open		<p>The Power of Recommendation: Why Word of Mouth Marketing is Critical to Your Business Mississippi Room Paul Rand and Dave Kissel, Zocala Group</p>	<p>E-Mail Best Practices: Improve E-Mail ROI and Achieve Maximum Performance Missouri Room David Scrim</p>	<p>An Effective Multicultural Marketing Program Begins at Home with a Diverse Workforce Arkansas Room Andrea Saenz, Hispanic Alliance for Career Enhancement</p>
4:45 - 6:00 PM	Visit Exhibitors in Expo Hall / Cocktail Reception in Expo Hall				