



Florida Direct Marketing Association Hosts the "2006 Annual Direct Marketing Summit and Expo" on Sept. 21, 2006

Florida Direct Marketing Association, August 26, 2006

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FDMA's most popular event of the year --- the DM Summit and Expo. Three great speakers and exhibits for you to learn from, as well as plenty of networking opportunities with attendees.

PR9.NET August 26, 2006 - Fort Lauderdale, FL – Innovate : Integrate is the theme for this year's Direct Marketing Summit for Florida Direct Marketing Association's (FDMA) annual summit conference and exposition being held Thursday, September 21, 2006 at the Westin Hotel on Cypress Creek Road and I-95 in Fort Lauderdale from 8:30 am to 3:00 pm. The combined cost to attend is \$79 for members, \$99 for non-members and includes continental breakfast and full lunch, trade show expo, and plenty of opportunities to network and learn from three expert speakers. Attendees are encouraged to register online at www.fdma.org in advance and save \$20 over walk-up registration.

Three Great Speakers in one event to help your businesses and clients learn the best practices in direct mail, email, and the new internet --- web 2.0. Hear Patrick O'Connell, editor of Deliver Magazine of the USPS, Karen Talavera of Synchronicity Marketing and DMA Instructor, and Jay Berkowitz of TenGoldenRules.com.

Patrick O'Connell, Editor, Deliver Magazine for USPS speaks on "DIRECT MAIL CHAMPIONS."

Have you ever received a piece of Direct Mail and thought to yourself, "What were these people thinking?" Or, maybe you received a Direct Mail piece that caught your attention and prompted further information or action. In today's world, "good" may not be good enough to command attention and engage consumer response. Don't miss this discussion on how you can most effectively use Direct Mail as a trusted component to your marketing campaign. Everyone will leave this presentation with actionable advice to make Direct Mail Champions out of every marketer in attendance.

Karen Talavera, Synchronicity Marketing and DMA Instructor speaks on "EVOLUTIONS IN EMAIL MARKETING."

It's not in its infancy anymore, and it's hotter than ever. Are you aware of the latest strategic innovations in email marketing? If you're not integrating email with your other direct response channels, learn how at this hour-long session that will explore dialogue marketing, multi-media contact strategies, utilizing Web site analytics to drive future email marketing campaigns, and testing for performance optimization. Find out what the experts are doing and why email is delivering the highest ROI of any direct response channel!

Jay Berkowitz, TenGoldenRules.com and National Speaker, speaks on "Web 2.0" Discover the ten companies that are defining the new internet. What innovations are driving their success? How can direct marketers integrate their strategies for their business? You may know web, but are you prepared for web 2.0.

Don't miss this Summit and Expo. Florida Direct Marketing Association's most popular event of the year. Sponsorship and Exhibitors welcomed. For more information, contact Keith Fletcher, FDMA Board President, at 786-357-3275.

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About Florida Direct Marketing Association

The FDMA has nearly 200 members, including catalogers, Internet retailers, financial services providers, publishers, book and music clubs and retail stores. "Direct marketing" is the art and science of sending one-to-one promotional messages directly to consumers, which allows marketers to measure response rates and campaign effectiveness. The FDMA was a chapter of the national Direct Marketing Association from late 2002 until August 1, 2005, when it once again became an independent organization.

Website: <http://www.fdma.org>

E-Mail: events@fdma.org