



New web site consolidates all Direct Marketing Conferences, Seminars and Events

National Mail Order Association (NMOA), October 23, 2007

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DirectMarketingEvents.com will now be the central listing place for all direct marketing related conferences, seminars, webinars, events and other industry happenings, on a worldwide basis.

PR9.NET October 23, 2007 - MINNEAPOLIS, MINNESOTA - The National Mail Order Association (NMOA) announced a new web site for the direct marketing industry.

Approximately 16.5 million Americans have jobs relating to the direct marketing industry. That's about 12.3% of the total U.S. employment. These people need to know about direct marketing related events to keep up and advance their career.

"One central website to find all direct marketing related events is truly needed," says John Schulte, President of the NMOA. "Direct marketing as a whole is one of the fastest growing methods of marketing there is on a global scale, and is now forefront in the minds of most companies marketing departments, especially in the e-commerce and general web marketing area. It is also one of the fastest changing, with new technologies and other advancements being introduced almost everyday.

When you include all the other major direct marketing components like, direct mail, catalogs, infomercials, television home shopping, along with the entire order processing and delivery system, you can see that there is a lot to keep up with to stay competitive and advance ones career or business.

Each year there are hundreds of events, seminars, and college courses around the USA and other parts of the world to help people in the industry. In the past, the problem has been twofold in that there was no single place to learn about them, or a place for the sponsors to publicize them.

DirectMarketingEvents.com solves both problems. No longer will there be a need for marketers to spend hours or days searching from one web site to another trying to find out about all the possible direct marketing events and training going on in their particular area, or even in another country. And at the same time, event producers and educational organizations will have a way to easily communicate their training and networking events."

Some of the main topics of events listed on DirectMarketingEvents.com are: General Direct Marketing and Mail Order, Direct Mail, Catalog Marketing, Infomercials and Television Shopping, Inbound and Outbound Telemarketing, Order Fulfillment, Mailing Lists, Copywriting and Advertising Design, E-commerce, and Wholesale Buying Events.

The website will be open to all direct marketing and mail order related associations, groups and clubs from around the world to post their events at no charge. Colleges, private schools, and other training organizations that have a direct marketing related program, will also be allowed to post their classes and courses. As well as industry trade show producers, and publishers who sponsor direct marketing events.

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About National Mail Order Association (NMOA)

The National Mail Order Association, (NMOA) is a 35-year old professional organization that provides information, education and business contacts to small to midsize businesses and entrepreneurs that employ mail order and direct marketing tactics for selling goods and services.

In 2007, marketers — commercial and nonprofit — spent \$173.2 billion on direct marketing in the United States. Measured against total US sales, these advertising expenditures generated approximately \$2.025 trillion in incremental sales. In 2007, direct marketing accounted for 10.2 percent of total US gross domestic product. Also in 2007, there were 1.6 million direct marketing employees in the US. Their collective sales efforts directly supported nearly 9.0 million other jobs, accounting for a total of 10.6 million US jobs.

Source: Direct Marketing Association (DMA)

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