



# e-Dialog Client Summit Detailed Agenda

September 24 – 26, 2008 • Boston, Massachusetts

## Wednesday, September 24, 2008

5:30 – 7:30 p.m.

**Cocktail Reception & Registration**

:: Seaport Hotel - The Lighthouse Room

Please join members of the e-Dialog staff and your fellow conference attendees as we welcome you to Boston, Massachusetts for our 5<sup>th</sup> Annual Client Summit. After you have had a chance to check in to the hotel, please join us at the Lighthouse Room located at the Seaport Hotel for cocktails, hors d'oeuvres, and a chance to network among industry colleagues and meet the members of your account team. Registration packets will be available for you to pick up at this time, and conference organizers will be on hand to answer any of your questions. We will also have members of our staff serving as our private concierges for the evening, who will be there to assist you with restaurant recommendations, directions, and reservations.

## Day 1 | Thursday, September 25, 2008

7:30 – 8:30 a.m.	<b>Continental Breakfast &amp; Registration</b>	All sessions take place in the <b>Cityview Ballroom</b>
8:30 – 8:45 a.m.	<b>Welcome Address</b> :: <b>Arthur Sweetser, CMO, e-Dialog</b> :: <b>Nancy Darish, Director of Marketing, e-Dialog</b>	
8:45 – 9:10 a.m.	<b>Opening Remarks</b> :: <b>John Rizzi, President &amp; CEO, e-Dialog</b>	
9:10 – 10:00 a.m.	<b>Keynote:</b> <b>Leveraging Data to Talk to Your Customers - It's a Sure Bet!</b> :: <b>Katrina Lane, Vice President of Channel Marketing, Harrah's Entertainment</b>  Harrah's Entertainment has leveraged its Total Rewards program to obtain robust customer data. Come learn about how Harrah's uses this data in communicating with its customers through direct mail, in the casino, online and of course, how it is using this data to continually improve e-mail communications.	
10:00 – 10:15 a.m.	<b>15 Minute Networking Break</b>	

Day 1:: Thursday, September 25, 2008 | BREAKOUT SESSIONS

	Beacon Hill	Waterfront 1	Waterfront 2	Waterfront 3
10:15 – 11:00 a.m.	<p><b>Measuring Your ROI from E-mail Marketing</b> Arthur Hughes, Senior Strategist, e-Dialog Ben Ardito, VP Professional Services, e-Dialog</p> <p>Everyone talks about ROI, but few actually calculate it. To solve this problem, e-Dialog has developed a monthly report -- EMPEC 5.0 -- which automatically computes your ROI and can be used to convince your management of the importance and effectiveness of your e-mail marketing program. In this session you will learn how you can receive more than 20 metrics including:</p> <ul style="list-style-type: none"> <li>• Net profit from e-mail operations</li> <li>• Return on investment per \$1 spent</li> <li>• Value of an opt-in e-mail address</li> <li>• Cost per delivered e-mail, open, click, and conversion</li> </ul>	<p><b>Client Presentation</b> <b>Sex, Food, and Environmentalism: How Hearst Uses E-mail Newsletters to Effectively Engage Customers and Drive Them to Their Sites</b> Sharon Bailey Romano, E-mail Marketing Director, Hearst Mara Crisifulli, Account Manager, e-Dialog</p> <p>Interested in learning more about how Hearst Digital Media has significantly increased site traffic? Join this exhilarating session and learn more about Hearst's' creative, relevant, fun, and interactive e-newsletters. We will dive into the creative development/strategy, production implementation, advanced reporting, benchmarking, and exciting results. Let us help you recognize the power of an e-newsletter!</p>	<p><b>A Framework for Developing Effective and Measurable E-mail List Growth Strategies</b> Billy Conway, Account Director, e-Dialog</p> <p>List growth is one of the most critical and challenging aspects of any e-mail marketing program. This session aims to provide you with a framework for putting together an effective e-mail list growth strategy. We will examine the different methods of growing your e-mail base, how to measure the effectiveness of different acquisition channels, and ways to maximize your return on investment.</p>	<p><b>Client Presentation</b> <b>Dynamic Publishing Best Practices for Full-Service Clients: Presented by e-Dialog Production and the NFL</b> Allen Louie, Marketing Coordinator, NFL Aidan Lyons, CRM Manager, NFL Lee Brine, Program Manager, e-Dialog Will Kavanagh, Campaign Associate, e-Dialog Randy Marquis, Sr. Technical Production Manager, e-Dialog</p> <p>Explaining everything from symbols to grid publishing: in the first part of this presentation e-Dialog's developers will reveal for what you need to know to get started with dynamic content and give you the tools to take on more advanced techniques. In the second half of this presentation, The e-Dialog "Team NFL" account team, along with Aidan Lyons and Allen Louie from NFL.com, will share how the NFL uses grid publishing technology to populate 33 team-specific newsletters in just days. You'll take away a better understanding of custom publishing and what steps you would need to take to effectively use grid publishing and other automation techniques for better dynamic content management and smoother production workflow.</p>
11:00 – 11:10 a.m.	Room Change			
11:10 – 11:55 a.m.	<p><b>Injecting Value into Transactional E-mails</b> Arthur Hughes, Senior Strategist, e-Dialog Rick Buck, Director of ISP Relations, e-Dialog</p> <p>Transactional e-mails are the most powerful e-mails you will ever send to your customers. They have open rates from 70% to 90%. Despite these benefits, less than one percent of the typical e-mail marketing budget is spent on these productive e-mails. Most marketers are still using text. In this session you will learn:</p> <ul style="list-style-type: none"> <li>• How to meet CAN-SPAM transactional requirements</li> <li>• How to get IT to support your program</li> <li>• What to include in transactional e-mails to build customer loyalty and sales</li> </ul>	<p><b>Client Presentation</b> <b>Relevance Takes Flight at AirTran Airways</b> Andrew Chang, Manager of Marketing Strategy, AirTran Airways Joe Alfano, Account Director, e-Dialog</p> <p>With its frequent flier program A+ Rewards, AirTran Airways wanted to communicate with its most highly engaged travel customers in a way that was more personalized and relevant. Armed with over 30 customer data points and fresh creative template designs, AirTran tested a variety of content placement approaches to discover which had the most significant impact. This session will discuss how AirTran incorporated deep customer profile data into actionable, targeted segments. Learn how data management practices coupled with appropriate graphic element placement create relevant, personalized content – leading to increased opens, clicks, and conversions.</p>	<p><b>Client Presentation</b> <b>Dell on the Ins and Outs of Relevant Triggers</b> Sarah Finley, US Consumer E-mail Manager, Dell Tory Wortham, Account Director, e-Dialog Jen Renna, Account Director, e-Dialog</p> <p>Dell's US consumer business sends over 40 e-mails per month, and understanding the customer lifecycle is integral to their success. In this session the head of the Dell US Consumer e-mail program explains how e-mail plays a key role in the customer lifecycle, addressing key milestones in the customers purchase path. Learn how to outline steps to increase e-mail relevance by developing a comprehensive view of the customer lifecycle.</p>	<p><b>Dynamic Publishing Best Practices for Campaign Builder™ Clients</b> Rick Kenney, Account Director, e-Dialog Lilia Arsenault, Account Manager, e-Dialog Randy Marquis, Sr. Technical Production Manager, e-Dialog</p> <p>Whether you have just started using Campaign Builder or are a veteran, this interactive session is designed to offer you a variety of new perspectives. No matter what you envision – from pulling in first name to displaying product recommendations or local weather forecasts, e-Dialog's dynamic publishing technology can do it all. Join us to see dynamic publishing techniques in action and be prepared to ask questions and share your personal experiences with the rest of the group!</p>

11:55 a.m. – 1:10 p.m.	<b>LUNCH</b> Cityview Ballroom	
	<b>Waterfront 2 &amp; 3</b>	<b>Beacon Hill</b>
1:10 – 1:45 p.m.	<b>Roundtable Sessions</b> Topics will cover the following areas of interest:  Retail • Travel • Entertainment & Media • B2B • Raising the Profile of E-mail within the Organization • How to Get Started with Segmentation & Personalization • How to Get Started with Triggers & Lifecycle Management • How to Get Started with Testing & Interactivity • The Role of Social Media in E-mail Marketing • Getting Beyond Promotional E-mails • The E-mail Marketer and Access to Customer Data	<b>The Roadmap for E-mail Marketing Success</b> with Julie Katz, Analyst, Forrester Research Millie Park, Account Director, e-Dialog  <b>Advance sign-up required!</b> One of the most highly rated sessions from last year's conference, this workshop will allow you to collaborate with your peers and provide you with valuable feedback on how to improve your e-mail marketing campaigns.  <b>This workshop includes:</b> <ul style="list-style-type: none"> <li>• Interactive sessions on consumer attitudes and behaviors toward e-mail, e-mail acquisition best practices, campaign design, e-mail delivery, spam legislation, and e-mail measurement.</li> <li>• Training on Forrester's e-mail evaluation tool and in-depth feedback on your e-mail campaigns by a Forrester analyst.</li> </ul>
1:45 – 1:50 p.m.	change tables	
1:50 – 2:25 p.m.	See topics listed above	
2:25 – 2:30 p.m.	change tables	
2:30 – 3:05 p.m.	See topics listed above	<b>Space for this session is limited to 40 participants.</b> Please register in advance by sending an e-mail to Katie Gormally at <a href="mailto:kgormally@e-dialog.com">kgormally@e-dialog.com</a> that includes your full name, title, and company. You will receive a confirmation e-mail, as well as a "roadmap ticket" that will be included in your registration packet at check-in.

Day 1:: Thursday, September 25, 2008 | BREAKOUT SESSIONS

3:05 – 3:15 p.m.	Room Change	All sessions take place in the <b>Cityview Ballroom</b>
3:15 – 3:50 p.m.	<p><b>Relevance Trajectory Update</b>                  At last year's Client Summit, e-Dialog introduced our Relevance Trajectory methodology as a critical tool for understanding and increasing the relevance of e-mail programs and for developing strategies which drive e-mail productivity. With a year's worth of actual experience under our belts we will explore how our clients have adopted this process, what we have learned from it, what we are doing to take it to the next level, and what you can do to stay ahead of the curve.</p> <p>:: <b>Millie Park</b>, Account Director, e-Dialog                  :: <b>John Landsman</b>, Senior Strategy Consultant, e-Dialog</p>	
3:50 – 4:30 p.m.	<p><b>e-Dialog Technology Update &amp; Discussion</b>                  :: <b>Tim Carruthers</b>, VP of Engineering, e-Dialog                  :: <b>Art Souza</b>, Director of Product Management, e-Dialog</p>	
4:30 – 5:15 p.m.	Solution Zone	

**Client Appreciation Dinner**  
 Charlestown Navy Yard • Boston, MA

**Schedule of Events**

Please join us for our annual Client Appreciation Dinner at the historic Charlestown Navy Yard where you will enjoy stunning views of the Boston skyline, a traditional New England clambake, and tours of the USS Constitution, the oldest warship afloat that is still in commission, and the WWII destroyer the USS Cassin Young.

6:00 – 6:15 p.m.....Meet in the hotel lobby where you will be transported by boat or trolley to the Charlestown Navy Yard\*

6:30 p.m.....Arrive at the Charlestown Navy Yard

6:30 – 7:30 p.m.....Cocktail hour and tours of the USS Constitution and Cassin Young

7:30 – 10:30 p.m.....Dinner

10:30 p.m.....Transportation back to hotel via Charles River Boat or Old Town Trolley Tours of Boston\*

\* You must take the form of transportation that you signed up for upon registration. A ticket for the form of transportation that you chose can be found in your badge packet.

**Day 2 | Friday, September 26, 2008**

8:00 – 8:45 a.m.	Continental Breakfast	All sessions take place in the <b>Cityview Ballroom</b>
8:45 – 9:00 a.m.	<b>Welcome Address</b> :: <b>Arthur Sweetser, CMO, e-Dialog</b>	
9:00 – 9:35 a.m.	<b>Thought Leadership from e-Dialog</b> :: <b>John Rizzi, President &amp; CEO, e-Dialog</b>	
9:35 – 10:30 a.m.	<b>Word of Mouth Marketing for E-mail Marketers</b> :: <b>Andy Sernovitz, Author, CEO of GasPedal, Founder of the Word of Mouth Marketing Association, and Lecturer at Northwestern University</b>  Andy is the guru of the word of mouth marketing movement, helping countless companies understand the radical changes brought on by blogs, social networks, and consumer-generated media. With straightforward advice and humor, Andy will show you how e-mail marketing can make the most of this viral movement.	
10:30 – 10:45 a.m.	<b>Networking Break</b>	

Day 2 :: Friday, September 26, 2008 | BREAKOUT SESSIONS

	Beacon Hill	Waterfront 1	Waterfront 2	Waterfront 3
10:45 – 11:20 a.m.	<p><b>Relevance Trajectory Workshop</b>                      Millie Park, Account Director, e-Dialog                      John Landsman, Senior Strategy Consultant, e-Dialog</p> <p>Everybody talks about the importance of e-mail relevance. e-Dialog will teach you how to achieve it. This session will acquaint clients with e-Dialog's Relevance Trajectory methodology, the factors that create e-mail relevance, the methodology's application as a tool for e-mail strategy planning, and its potential for improving e-mail productivity. Workshop participants will learn how to score their own e-mail programs for relevance and how to use these scores as benchmarks in future program planning.</p>	<p><b>Client Presentation</b>                      Built to Win! Leveraging Multichannel Data to Drive Relevant E-mail Marketing: A Panel Discussion with <b>Publishers Clearing House and e-Dialog Data Services</b>                      Sal Tripi, Director of Operations and Rob Befumo, Director of E-mail Marketing of Publishers Clearing House                      Rob Pratt, Account Director, e-Dialog</p> <p>Publishers Clearing House (PCH), the nation's largest and most well-known sweepstakes company, used advanced data services to leverage legacy data from its 53-year-old offline business and applied it in a multichannel marketing environment. Learn how key players accelerated and improved upon existing data practices to have PCH deliver more relevant, highly targeted e-mails to customers with a variety of online alternatives to enter, win, and purchase.</p>	<p><b>Client Presentation</b>                      How <b>Expedia EMEA</b> Optimized their Data and Content in a Multi-brand, Multi-market Environment                      Gurmej Bahia, Head of CRM Programme Development, Expedia EMEA                      Orion Quinton-Porter, Account Manager, e-Dialog</p> <p>In a multi-brand, cross-border environment, how can you get the most out of your e-mail marketing strategies? What are the challenges of operating in this environment and how can they be overcome? Here we will look at how you can optimize your data and content to deliver effective campaigns, as well as organizational efficiencies. This session will also review the pros and cons of a centralized versus a localized approach and whether a combined approach will allow you to exert optimum control over your e-mail communications.</p>	<p><b>The What, Whys, and Hows of Testing: A Workshop in Two Parts</b>                      Anna Lu, Director of Research and Analytics, e-Dialog                      Clark Hubbard, Senior Analyst, e-Dialog</p> <p><b>Part 1: Testing 101</b>                      In the world of e-mail marketing and marketing in general, everyone loves to discuss testing. It's on the top of marketer's to-do list in the context of mailing performance optimization. Attend this interactive two-part workshop to learn how to break testing down, what can we test, why they are important and how to develop a testing strategy (or testing plan) that will enable key creative and data selection insights, as well as inform campaigns moving forward.</p> <p>(There will be a 10 minute break between Part 1 and Part 2)</p> <p><b>Part 2: Testing 102</b>                      Pick up your pen! In this part II of testing workshop, we'll learn how to turn the plans from part I into actions. Together we'll walk through conditions for successful testing, effective test design, control groups, appropriate test quantities, controlling test bias, and correct interpretation of results.</p>
11:20 – 11:30 a.m.	Room Change			
11:30 a.m. – 12:15 p.m.	<p><b>Great Applications That Will Help You Gather Useful Customer Data!</b>                      John Rohloff, Group Director, e-Dialog                      Andrea Orvis, Group Director, e-Dialog</p> <p>Come see examples of how e-mail marketers are using custom applications to collect data aimed at enhancing their e-mail programs! From the traditional profile page to some unorthodox applications, learn how you can collect customer data to make your e-mail messages more relevant. This session focuses on practical approaches to data collection and demonstrates how it can be applied.</p>	<p><b>Navigating the Creative Waters of E-mail: A Workshop on Creative Best Practices</b>                      Tim Ryan, VP of Creative Services                      Jim Kelley - Creative Services Manager                      Jamie Gamsby - Sr. Design Lead                      David Hubai - Sr. Technical Design Lead</p> <p>As in sailing, moving individuals from one place to the next, to that desired destination safely, can be challenging. Understanding similar hazards within your e-mail creative process can make a difference as well. Let Captain Tim and his crew of eDesign Experts take the helm and guide you through the art and science of e-mail creative – your vessel to improved performance. Begin plotting your own "creative" course today, with these valuable design insights, coding tips, and workflow techniques that are sure to have you <i>sailing</i> into the sunset!</p> <p>P.S. Bring your current e-mail for a quick "seaworthy" safety check.</p>	<p><b>Client Presentation</b>                      Empowering Consumer Control: How <b>T.J. Maxx</b> Changed Their Communication Strategy so that Recipients Control E-mail Frequency and Content                      Nancy DePiano, Manager of Interactive Marketing, TJX Companies                      Elisa Kleinewski, Account Manager, e-Dialog</p> <p>Ever wonder what it would be like to put your consumers in charge of your e-mail program? Come to this session to learn what steps T.J. Maxx took to allow e-mail recipients to control things like frequency and message content and whether or not they would do it all again!</p>	
12:15 – 2:00 p.m.	<b>LUNCH</b> Cityview Ballroom			