

*e*MARKETING CONFERENCE⁵
*e*M5
DELEGATE GUIDE

SAN FRANCISCO CALIFORNIA
CROWNE PLAZA HOTEL - UNION SQUARE

APRIL 5TH AND 6TH
2005

SPONSORED BY

YAHOO!



Welcome to the 5th Annual eMarketing Association Conference eM5 - eMarketing5

DAY ONE - APRIL 5, 2005

8:00 - 9:00 Networking Breakfast - Registration , Badge Pick-up - MAIN UNION SQUARE BALLROOM

9:00 Conference Keynote Address:

Trends and outlook - 2005 S.

Murray Gaylord

VP Brand Marketing

Yahoo!

9:45 Achieving high return from email lists

Bill Nussey

President /CEO

Silverpop

10:30 Networking Break - Bill Nussey Book Signing - Refreshments

11:00 New directions in offline/online interactive integration

William Jennings

VP Interactive

Advertising

A&E Television Networks

11:45 Luncheon - SAVOY BALLROOM

1:00 The Evolution of Sponsored Links: What's Now? What's Next?

Mark Josephson

Senior VP

Marketing and Business Development

Kanoodle

1:45 eAnalytics to create dynamic, actionable business intelligence for your online marketing

Scott Bailey

Executive VP

Analytic Research and Development

TargetBase

2:30 Networking Break - Refreshments

3:00 The ultimate customer retention: Let customers rule!

John Federman

President and CEO

Dotomi

3:45 New Technologies in eMarketing

Susan Bratton

SVP, Sales and Marketing

Maven Networks

4:30 Panel Discussion - An interactive panel discussion covering all aspects of eMarketing

Moderator:

Robert Fleming

Panel Members:

Michael Behrens

Roman Bodnarchuk

John Federman

S. Murray Gaylord

Bill Nussey

Barry Stamos

6:00- 7:30 - Welcoming Reception sponsored by: Yahoo!

Join your fellow delegates for a feast of great food and drinks at the conference welcoming reception.

Bring your appetite and plenty of business cards. Cocktails - fresh roasted turkey carved on the spot, cheese and crackers - hors d'oeuvres and more.

DAY TWO - APRIL 6, 2005

8:00 Networking Breakfast - Registration

9:00 Keynote Address Day 2:

Using offline media to increase online sales

Brian Harniman

VP Marketing

[Priceline.com](#)

9:45 Optimizing paid search results

Gill Brown

Northwest Sales Director

[Overture](#)

10:30 Networking Break

11:00 Integrating multi-channel marketing

Roman Bodnarchuk

President /CEO

[N5R](#)

11:45 Luncheon - Russian Hill Room

1:00 Why the website will become more like media

Jacques Nadeau

Senior Strategist

[Avenue A | Razorfish](#)

1:45 Affiliate Marketing Actionable Processes

Elizabeth Cholawsky

SVP Marketing & Product Development

[Commission Junction](#)

2:30 Networking Break

2:45 Organic and Paid Search Marketing Strategies

Michael Gorman

SVP of Search Marketing

[Digital Impact](#)

3:30 Website Conversion Optimization

Sage Peterson

VP

[iProspect](#)

4:15 Email Marketing - Quick Wins & Case Studies

Barry Stamos

Vice President

[INBOX Marketing, Inc.](#)

End of Conference

10 ways to get the most from your conference experience:

1. Register early - Early registration saves you money and provides you with time to develop your objectives for your conference experience. You are assured of booking a room at the conference rate, room blocks are limited and will sell out. Airfares are usually much cheaper when you book in advance, you will have a better selection of rates and airlines. Consider staying a few extra days to debrief and develop new plans based on the material you acquire at the event. San Francisco offers many opportunities for sightseeing, dining and entertainment. This conference may sell out, in order to provide ample interaction with speakers and delegates we limit attendance to 100 at this event. It is harder to interact and network in a crowded event, at eMarketing-5 you are ensured "face time" with many of the speakers, and plenty of networking opportunities.

2. Prepare - Have a list of at least five areas you would like to improve in your ebusiness. The resources and people at the event can provide you with actionable solutions to many of the issues you face. By preparing questions in advance you are just that much closer to solutions and improvement in your marketing program. eMA conferences bring together the best of the best professional ebusiness experts, take advantage of it. You will have an opportunity to meet and discuss issues with some of the top leaders in the marketing arena. Vice Presidents and CEO's from Yahoo!, Priceline.com, A&E Television Networks. SilverPop, Microsoft, Overture, TargetBase, Dotomi and more leading edge speakers will provide sophisticated up to date information you can use when you get back to your office.

3. Bring an associate - If possible, bring along an associate or fellow employee. You will be able to exchange ideas and perceptions and often develop even more advantageous positioning for your ebusiness initiatives.

4. Be ready to network - Bring along lots of business cards, but remember that at any event, your time is limited. There will be exceptional networking opportunities at an eMA event. No huge crowds, newbie's, or non-professionals. Almost all fellow delegates will be facing many of the same problems and issues that you are. Engage in discussion opportunities that are not available at any other conference. Take full advantage of breaks, and receptions to meet new friends, network and make deals. Most attendees will be senior executives.

5. Accept fatigue - Traveling and attending an event can take a high energy level. Try to arrive a day or two early to rest and prepare for the event, stay a day longer to unwind and debrief yourself. eMA events provide at least a 4 day "window" for special hotel rates. So book early. The Crowne Plaza Union Square provides an excellent gym and workout area, and the rooms are very comfortable. It is one of the most beautiful hotels in San Francisco.

6. Plan your day - Select the sessions that are the most valuable to you and check them off on your conference agenda. Try to arrive early in the morning and take advantage of networking opportunities at registration and breakfast. Focus on the conference and try to avoid phone calls, and other distractions while you are there. High speed internet access will be available in your room so you can handle your email and other business from a laptop.

7. Attend the welcoming reception hosted by Yahoo! - The welcoming reception is a great place to meet new people, unwind with a cocktail or other beverage, enjoy a delicious meal or just snack on hors d'oeuvres. Many speakers will be attending the reception and you will have ample time to personally consult with them.

8. Share - When you get back to your office from the event be sure to share the information you've gathered with your staff and peers. The interest and enthusiasm you have will help ensure that you are perceived as an dedicated professional by your associates. Your commitment to progress will be of benefit to your company and/or your clients. Attending eMarketing-5 indicates that you are interested in professional development and a professional in the eMarketing arena.

9. Consult - Take advantage of the post-conference consultation offered to all delegates at eMA conferences. Many delegates have solved problems and found exceptional solutions by utilizing this service. No other conference that we know of offers this kind of post event resource.

10. eMail - Be sure to connect via email with your new contacts and friends within 2 weeks after the conference. Developing a strong contact list can be one of the most valuable benefits of your participation. Who you know can often be as important as what you know. Contacts you make at eMarketing-5 can change your career for the better. This conference is an excellent investment in your future.

The eMarketing Association (eMA) reserves the right to make changes to the events agenda. Unforeseen circumstances may result in the substitution of a presentation, topic or speaker. The eMA reserves the right to reject or rescind any registration and return registration fees accordingly. Registrant assumes all risks incidental to participation in all event activities, including loss or damage to property. eMA's total liability shall be limited to the amount of fees received, if any, from a particular registrant. The eMA takes photos and videotapes of this event, by attending you give permission to use images taken at the conference in advertising and promotion for the eMA.

Contact Information -

Conference Director:

Nicole Reed

reed@emarketingassociation.com

Sponsor Information:

Robert Fleming

fleming@emarketingassociation.com

Media Director:

Jim Cain

cain@emarketingassociation.com

Site Webmaster:

Cheryl Norton

norton@emarketingassociation.com

Content Programmer:

John Taylor

taylor@emarketingassociation.com

Press Contact:

Robert Fleming

fleming@emaemail.com

Customer and Delegate Service:

service@emarketingassociation.com

or call: 401-315.2194

Delegate Information

Meals - Included in your Conference registration is full breakfast, luncheons, break refreshments, and a hosted reception. Breakfast menu includes juices, coffee, tea, hot breakfast rolls, bagels, toast, and assorted fruit. Luncheons include choices of chicken, beef with side dishes, beverages and assorted deserts. Breaks include assorted beverages, fruit, cheese and crackers, ice cream, chocolate covered strawberries, chips, bagels, and other snacks. Hosted reception includes an open bar and fresh roast turkey with full accompaniments, a cheese bar and other appetizers.

Welcoming Reception - All paid attendees have admission to the welcoming reception. If you wish to bring a non-registered associate, your wife or partner to the reception there is a \$50 charge. Please inquire at the registration desk at the conference.

Tape Recording/Photographs - Our Conference- both what you see and hear - contains copyrighted information. No audio recording or videotaping of the sessions please.

Continuing Support - We don't just provide you with the best Conference in the eMarketing arena, we provide you with extensive post-conference support. If you are faced with an eMarketing problem or issue and need additional information or help you can email our online specialists for a prompt response. eMail service@emarketingassociation.com.

Tax Deductions - Your attendance may be tax deductible. All expenses of continuing education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills are tax deductible according to Treasury Regulation 1.162-5. Check with your tax professional for more information.

Cancellations and substitutions - You may substitute another person for your registration at any time please email service@emarketingassociation.com and let us know the name and email address of the person that will take your place. Cancellations received up to 30 days before the Conference are refundable, minus a 20% service charge. After that, cancellations are subject to the entire registration fee, which you may apply towards a future eMA event, membership or other eMA product.

Dress- Business Casual

Presentation Content - This Conference is prepared as a service to the eMarketing community. Reference at the conference to any specific commercial products, process, or service by trade name, trademark manufacturer, or otherwise, does not necessarily constitute or imply its endorsement, recommendation, or favoring by the eMarketing Association or its sponsors. The opinions of the speakers expressed at the conference do not necessarily state or reflect those of the eMarketing Association or its sponsors.

Delegate terms- The eMarketing Association (eMA) reserves the right to make changes to the events agenda. Unforeseen circumstances may result in the substitution of a presentation, topic or speaker. The eMA reserves the right to reject or rescind any registration and return registration fees accordingly. Registrant assumes all risks incidental to participation in all event activities, including loss or damage to property. eMA's total liability shall be limited to the amount of fees received, if any, from a particular registrant. The eMA takes photos and videotapes of this event, by attending you give permission to use images taken at the conference in advertising and promotion for the eMA.

Conference Guarantee - If you are not satisfied with the conference for any reason the eMA will credit your entire registration fee towards another eMA product or event.