



eM6
EMARKETING CONFERENCE
DELEGATE GUIDE

SAN FRANCISCO

CALIFORNIA

APRIL 25TH AND 26TH

2006

9 ways to get the most from your eMA 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 we have sold them out in the past. Airfares are usually much cheaper when you book at least 21 days in advance of flights, 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.

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.

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.

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 5 day "window" for special hotel rates. So book early.

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.

7. 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.

8. 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.

9. 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.

FAQ's

Q. Is membership required to attend the conference?

A. No, but there is a discount for eMA members.

Q. What is the cut-off date for registrations?

A. We recommend registering early since the event has sold out in the past. If the event sells out a notice will be posted and registrations will not be accepted.

Q. What makes this conference different from trade shows?

A. eM6-SF is an executive level event with high level presentations from top leaders in the eMarketing arena. The atmosphere is professional and provides excellent networking without the hassle of sorting through junior staffers or newbie's. Each presentation is conducted by a experienced leader in 45 minute sessions. This format provides the maximum opportunity to present best practices, processes and tactics you can use upon returning to your office. You will find everything from the presentations to the food and venue to be first class. There are no exhibits or trade show booths, no boxed lunches, crowded seating or confusing tracks. Registration is all inclusive and includes free wi-fi, full course lunches, breaks, and a networking reception.

Q. When do the early bird special rates end?

A. The end date for special registration rates will be posted, however they are subject to change without notice, again, we suggest registering early.

Q. What do attendees receive?

A. All conference sessions are included. Delicious breakfast, lunch and breaks are included. A complimentary cocktail welcoming reception, food will be served. A welcoming gift bag with discount offers and other sponsor materials will be given to all delegates.

Q. What about cancellations?

A. 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.

Agenda Day 1 - April 25th, 2006

8:00 - Networking Breakfast/ Registration: **Sponsored By:** [BlueLithium](#)

9:00 - Conference Keynote Address: Trends and outlook – 2006

Speaker - S. Murray Gaylord

Vice President - Brand Marketing - **Yahoo!**

9:45 - Case History - The world's largest hotel brand - best practices

Speaker - Del Ross

Vice President - Global E-Commerce Services - InterContinental Hotels Group

10:30 - Networking Break

11:00 - Utilizing web and data customization to enhance ROI and user experience

Speaker - Steve St. Andre

President / COO - Ford Direct

11:45 - Networking Lunch - Sponsored By: [Microsoft Office Live Meeting](#)

1:00 - Trends, Outlook, and Best Practices of Online Advertising

Speaker - Greg Stuart

CEO - IAB - Interactive Advertising Bureau

1:45 - Effective Email Marketing Processes and Practices

Speaker - Bill Nussey

President and Chief Executive Officer - Silverpop

2:30 - Networking Break - Sponsored By: [Silverpop](#)

3:00 - Mobile Marketing, delivering effective programs for maximum impact and response

Speaker - Laura Marriott

Executive Director - Mobile Marketing Association

3:45 - Achieving integration and developing "brand" synergies in a multi-channel, fragmented media environment

Speaker - Soren Mills

VP of Services, Operations & Multi Channel Integration - Walmart.com

4:30 Panel Discussion - Meet the speakers, in an interactive session where attendees determine the topics to be discussed. Moderated by eMA President, Robert Fleming, this session will give you the opportunity to discuss issues specific to your company's marketing programs directly with speakers. Speakers attending the panel will also be available at the welcome reception which follows this session.

6:00 - 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 - cheeses, hors d'oeuvres, and more.

Agenda Day 2 - April 26th, 2006

8:00 - Networking Breakfast

9:00 - Conference Keynote Address: Day 2 – Changing consumer appetite for online advertising

Speaker - Charlie Tillinghast

President - MSNBC.com

9:45 - Mobile eMarketing: Wireless Email, Lead Generation and Branding in the Wireless World

Speaker - Rip Gerber

CMO - Intellisync

10:30 - Networking Break - Sponsored By: [Tribal Fusion](#)

11:00 - Optimal Reach and Frequency to Conversion: How important is it for you? *When is enough enough? When do your prospects pass the "point of no conversion"?*

Speaker - Alistair Goodman

Vice President Strategic Marketing - Tribal Fusion

11:45 - Networking Lunch - Sponsored By: [MSNBC.com](#)

1:00 - Creating Success using Diverse Marketing Channels

Speaker - Janice Kapner

Senior Director, Branding, Demand Generation & Public Relations - Microsoft LiveMeeting

1:45 - Your House File is Your Most Valuable Marketing Tool: Here's How to Build It Using Online Customer Acquisition

Speaker - Jere Doyle

President/CEO - Prospectiv

2:30 - Networking Break

3:00 - Beyond email marketing: Using Podcasts, RSS, and other technologies to build customer relationships.

Speaker - David A. Fish

Chief Executive Officer - IMN (iMakeNews, Inc.)

3:45 - Television vs. Online Advertising: Finding the best of both worlds in online video content

Speaker - John Ferber

Chief Product Officer- Advertising.com

4:30 Search - Paid and Organic, best practices and strategies for enhanced ROI, traffic and conversions

Speaker - Kevin Lee

Co-Founder/ CEO - Did-it.com

5:15 - End of Conference