

eMARKETING ASSOCIATION ANNUAL CONFERENCE

THE POWER OF eMARKETING

September 5th 2002 Redondo Beach, Ca.

Sponsored by:



The Power of eMarketing Overview

The eMA's **Power of eMarketing Conference** packs a full agenda of relevant topics, and networking opportunities into a one day event. Discover new ways to manage and implement your marketing programs. Gain the perspective of acclaimed industry experts to improve the performance of your programs. Join us for a day of interactive participative sessions and outstanding networking opportunities.

We guarantee this conference will exceed your expectations.

You will learn the latest strategies and techniques for effective eMarketing, on and offline integration, eMail marketing, search engine methodologies and more. A stimulating interactive panel discussion will cover all areas of the eMarketing spectrum.

Network with fellow marketers; engage in energizing discussions and spark new ideas. This is one opportunity you won't want to miss.

(Advance registration only - On-site registration will not be available for this event).

Agenda / September 5th, 2002 - Thursday:

7:30

Registration and Continental Breakfast

8:15

Chairperson's Opening Remarks eMarketing Overview

Speaker: Robert Fleming
President and CEO, eMarketing Association
eMarketingAssociation.com

eMarketing has created profound changes in the way we market products and services. Offline channels are blurred by the inclusion of web addresses and public expectations of website content continue to escalate. eMarketing techniques and methods are constantly evolving. As marketers we have both great challenges and opportunities in this new digital arena.

- ☒ Channel blur in offline marketing - how your URL affects your offline marketing
- ☒ Applying uniform process improvement techniques to your online programs
- ☒ Online tools - email, banner advertising, search engine marketing

9:00

ADVANCED EMAIL MARKETING STRATEGIES

Speaker: Gabriela Linares
Vice President of Marketing for L-Soft (LISTSERV®)
Lsoft.com

eMail marketing is one of the most effective marketing tools in the digital arena. Over 90% of all Internet users have email accounts. Learn effective strategies to enhance your bottom line.

- ☒ Permission based marketing
- ☒ HTML vs. Text and other design issues
- ☒ Effective techniques for the deployment of email marketing programs

9:50

Networking Break - Refreshments

10:20

NOT SO SECRET SECRETS OF eMARKETING

Speaker: S. Murray Gaylord
VP of Brand Marketing
Yahoo.com

eMarketing Solutions should be integrated and seamless on the web and off. Enterprise solutions provide for coordinated synergy between all marketing channels. eCommerce web presence should complement enterprise marketing.

- ☰ Why consumer marketers must incorporate digital marketing their plans Technology and marketing, bringing it together successfully
- ☰ How eMarketers can synchronize their messages to consumer behavior
- ☰ The need for need based eMarketing solutions

11:10

DATABASE EMAIL DEPLOYMENT AND METRICS

Speaker: Nancy Joyce
VP and General Manager, West Coast Marketer Sales, DoubleClick Inc.
DoubleClick.com

Marketers and publishers need to to strategize, execute and analyze virtually every aspect of their email marketing. Nancy Joyce covers building consent-based databases, deploying email campaigns with sophisticated targeting, personalization and customization, testing and analyzing messages and campaigns to measure response and conversion, and optimizing campaigns with detailed response metrics.

- ▶ eMail marketing database integration using a centrally managed infrastructure
- ▶ Metrics and conversion rate analysis for effective email programs
- ▶ Market segmentation for effective personalization

12:00 Noon

Fiesta Networking Luncheon - A California Treat!

1:15

PAY PER CLICK SEARCH ENGINE TECHNIQUES AND STRATEGIES

Speaker: Todd Daum

Vice President of Marketing, Overture

Overture.com

Pay per click is the sure way to get your site listed in the top results for search engines. With 6 times the click-through rate of a banner ad this is one of the most cost effective methods to drive sales and traffic to your site. Get the maximum ROI for your marketing dollars. Learn from the world leader in pay for performance search, Overture.

- ☰ How PPC works to enhance your ROI
- ☰ Keyword strategies and management
- ☰ Overture tools for account management
- ☰ PPC metrics, reporting and ROI

2:00

ONLINE CO-MARKETING SYNDICATION TECHNIQUES - DRIVING ON/ OFFLINE SALES

Speaker: Greg Murtagh

CEO - Founder, eMarketing, Inc.

eMarketingInc.com

eMarketing, Inc. has earned the trust of Fortune 100 giants and small start-ups alike. Companies like Kraft, General Mills, 3Com, Pfizer, Georgia-Pacific and others have turned to eMarketing, Inc., for solutions to their marketing problems.

- ▶ Content Syndication - enables manufacturers to engage customers on retailer's sites

- ▶ How to use syndication as a powerful co-marketing tool

2:45

BREAK - REFRESHMENTS

3:00

INTEGRATING ON AND OFFLINE MARKETING PROGRAMS

Speaker: Mike Grandchamp

VP Marketing, Digital River, Inc.

DigitalRiver.com

The line between on and offline continues to blur. With web addresses in most offline promotions, the dynamics of marketing have changed. Integration is an essential element of almost all marketing programs today.

- ☰ Unique offline promotions to drive online sales
- ☰ Common mistakes of marketers using offline channels
- ☰ Channel integration

3:45

BANNERS, POP-UPS, STREAMING AND OTHER ONLINE MEDIA STRATEGIES

Speaker: Susan Bratton
CEO, Cendara
Cendara.com

Skyscrapers, medium rectangles, intrusive pop-ups, unders and overs, streaming, floating and interstitials -- it's a morass of vocabulary.

Susan Bratton CEO of Cendara, Inc. demystifies the subject, shows you strong case studies of successful campaigns and delves further into the concepts of anonymous profiling, adaptive targeting and the impact of broadband connectivity on the advertising opportunity. Chock full of reference material, this presentation is an overview that lets you wrap your head around the whole subject and extract those tidbits that are germane to your business needs.

- ≡ Online advertising clarified
- ≡ Methods and processes to increase your ROI
- ≡ Rich media and streaming media in Internet advertising

4:30

PANEL DISCUSSION - Q & A WITH INDUSTRY LEADERS

Panel Members:

- ≡ Chris Barnes - Senior Vice President Sales - Plexus M/2, Inc.
- ≡ Tom Beaulieu - Senior Vice President - Plexus M/2, Inc.
- ≡ Todd Daum - VP Marketing - Overture
- ≡ Robert Fleming - President - eMarketing Association
- ≡ Mike Grandchamp - VP Marketing - Digital River, Inc.
- ≡ Gabriela Linares - VP Marketing - L-Soft (LISTSERV®)
- ≡ Greg Murtagh - Founder/CEO - eMarketing, Inc.
- ≡ Brad Waller - VP, Affiliate and Business Development - ePage, Inc.

Challenges and opportunities working in the context of an and its effect of online marketing on offline programs.

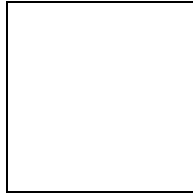
5:15 - Close of Conference

No-Host Networking Reception for all speakers and attendees

Agenda/ Speakers subject to change without notice

Where and When:

- ☰ September 5th, 2002
- ☰ [The Crowne Plaza Hotel](#)
300 N. Harbor Dr.
Redondo Beach, CA 90277 **(only 15 minutes from LAX)**
- ☰ All rooms feature two telephones with computer hook-ups and voicemail, data port and modem connection.
- ☰ Crowne Plaza Phone: 310 318-8888
- ☰ Crowne Plaza Fax: 310 376-1930
- ☰ Driving Directions:
FROM LAX: I-405 SOUTH, EXIT AT CRENSHAW BLVD. GO SOUTH. WEST ON TORRANCE BLVD. NORTH ON CATALINA. HOTEL LOCATED ON CORNER OF BERYL AND CATALINA.



The Four Star, award-winning Crowne Plaza Redondo Beach and Marina Hotel boasts a perfect location, overlooking the Pacific Ocean, King Harbor and Redondo Marina.

Special Attendee room rate for this conference of \$149.00, save \$50/per night over standard rack rates.

You must call the hotel directly at the number above and identify yourself as attending the eMarketing Association's conference.

There are a limited number of rooms available with this rate.

Please make your reservation before August 3rd.

Distances to / from the Hotel

- ☰ Los Angeles International Airport (LAX) - 7 miles south, taxi service available, alternative transportation: Super Shuttle
- ☰ Long Beach Airport (LGB) - 8 miles north, taxi service available, alternative transportation: Super Shuttle
- ☰ Burbank Airport (BUR) - 24 miles northeast, taxi service available, alternative transportation: Super Shuttle

A complimentary shuttle to area shopping malls is provided.

Who should attend:

CEO's and Vice Presidents,
Directors and Managers of:

- E-Marketing
- E-Commerce
- Marketing
- Internet Marketing
- Brand/Product Management
- Corporate Strategy
- Business Development
- Sales
- Communications
- Partnerships and Alliances
- Customer Relationship Management
- Advertising

This event is sure to be an excellent networking and learning opportunity for everyone.

Cost:

Registration \$495.00

Price includes:

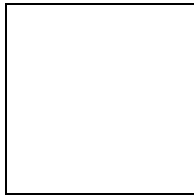
- Breakfast
- Breaks
- Fiesta Lunch
- No-host networking session
- Conference folder
- Goodie bag
- All sessions

You will learn the latest strategies and techniques for effective eMarketing, on and offline integration, banner advertising, email marketing, search engine methodologies and more.

A stimulating interactive panel discussion will cover all areas of the eMarketing spectrum.

Audience participation welcome

Registration:



Cancellation/Substitution policy:

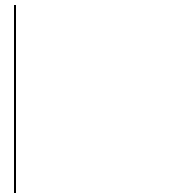
Substitutions will be accepted at any time. However if you must cancel you will receive a full refund, less a 20% service fee, if you notify us in writing before August 15th. We are unable to grant refunds after that date.

Conference Guarantee:

If you attend this conference and it does not exceed your expectations the eMA will credit your entire registration fee towards another eMA event.

For more information contact:

Nicole Reed at:
reed@emarketingassociation.com
or call: 800 417 7506



Nearby Attractions

King Harbor Marina / Seaside Lagoon
(Across the street from the hotel)
Redondo, Manhattan and Hermosa
Beaches/ Downtown LA/ Hollywood
Bowl/ Hollywood/ Walk of Fame/
Mann's Chinese Theater/ Disneyland/
Knott's Berry Farm/ Universal
Studios/ Long Beach Aquarium/
Beverly Hills/ Dodger Stadium/
Staples Center/ Great Western
Forum/ The Queen Mary...

Dear Fellow Marketer:

The new complexities of our profession are escalating and creating profound changes within our ranks. The advances in technology have affected our industry immensely and will continue to do so at an ever-increasing pace. The line between so-called "traditional" media and e-media is blurring and convergence is inevitable. New tools and techniques are being developed every day, and it is our obligation as marketers to keep up with this ever-changing landscape.

Knowledge and expertise in eMarketing is no longer a sidebar, but essential to our growth and success, now and in the future.

The **Power of eMarketing Conference** is a 'must attend' event for marketers that have a commitment to our profession and their own professional development. I have no use for ordinary conferences, and dated material, and I know you don't either. At the eMA, we do what it takes go one better, providing a one-day jam-packed schedule of timely sessions led by experts in the marketing profession. This interactive and participative event can change the way you approach the challenges that we all face.

The **Power of eMarketing Conference** will give you what you need to stay on top, including a cross-industry platform packed with exciting ideas and effective strategies.

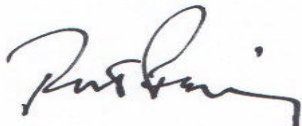
Here is a preview of September in Redondo Beach:

- ☞ Learn how to use eMarketing techniques and tools to drive your offline sales
- ☞ Engage in energizing discussions and relevant case studies
- ☞ Explore new ways to supercharge your marketing programs for greater ROI and effectiveness
- ☞ Understand new tools for email marketing, banner advertising, search engine marketing & more
- ☞ Meet your fellow marketers, spark new ideas, business opportunities and friendships

The **Power of eMarketing Conference** will provide you with the knowledge you need to stay ahead of the curve in an ever-changing environment.

I am looking forward to meeting you in September.

Best wishes,



Robert Fleming
President/CEO
EMarketing Association email: fleming@the-ema.com

Registration Form
The Power of eMarketing Conference – September 5, 2002

Yes – Please accept my registration for the conference

Name_____

Title_____

Company Name_____

Address_____

City_____State_____Zip_____

Phone_____FAX_____

E-Mail_____

Please tell us the most important topic you would like to see covered at the Conference:

Payment: (circle one) \$395 until 8-25-02 - \$495.00 after 8-25-02

Check made payable to: eMarketing Association
Charge to: American Express - Visa - Master Card

Card#_____

Exp Date_____

Name as shown on
card_____

Signature_____

Mail completed form with payment or fax to number below:

eMarketing Association
2110 Artesia Blvd., 347
Redondo Beach, CA 90278

Phone: 1.800 417 7506 Fax: 408 884 2461 www.emarketingassociation.com

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.