



**DMANC** is now part of the DMA  
National Affiliate Network  
Our next presentation is on:

**Tuesday, April 20, 2010**

11:30am - 12 pm Registration & Networking  
12pm - 2:00pm Luncheon & Keynote Address  
2:15pm - 3:30pm Bonus Workshop

**Location: Crowne Plaza Hotel**  
1177 Airport Blvd,  
Burlingame, CA 94010

**DMANC** serves every level of marketing manager that understands the **Power of Direct** in all its forms. Improve your business, your career and build your personal network of important people. Join today at [www.dmanc.org](http://www.dmanc.org)

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*Tuesday, April 20 Luncheon*

## Leveraging Mobile Couponing Customer Acquisition in a Tough Economy

### **BONUS WORKSHOP: Mobile Retailing Workshop**

Please join us as Steven Gray, COO of Money Mailer, and contributing author of the report **The Formative Years: the Mobile Couponing Craze Takes Shape** discusses how to leverage mobile marketing. As consumers continue to feel the pinch from today's economic pressures, an increasing number are turning to coupons as an effective cost-cutting measure. In fact, recent studies show that for the first time in more than a decade coupon usage is on the rise. For marketers who are taking advantage of the coupon trend, mobile coupons are a natural extension of their mail, print and point-of-purchase coupon pieces, among other communications. "Going mobile" helps advertisers reinforce messages with consumers who are becoming increasingly dependent on their mobile phones, especially the highly coveted 18-34 age demographic. Gray will dispel the confusion about which types of businesses are fit for mobile and online direct marketing.

#### Key Take-Aways:

- Discover how to sell the importance of integrating mobile and interactive media into your company
- Learn how local small business owners perceive mobile and interactive solutions
- Determine when to introduce mobile and interactive solutions in the sales process

**Speaker:** Steven Gray is Chief Operating Officer of Money Mailer. Prior to this appointment, Gray spent eight years with Harte-Hanks, Inc. and from 1994 to 1998, held an array of sales and marketing positions at Moore Response Marketing Services.

### **PLUS BONUS WORKSHOP: Mobile Retailing Workshop**

Stay after lunch for an in-depth workshop. We'll discuss how retailers should run multichannel mobile marketing campaigns, and how to strategize mobile programs for effective customer acquisition and retention. You'll learn what role SMS, mobile Web and mobile applications play in this process, and how mobile coupons encourage repeat business.

(Please use one form per person) Join today at [www.dmanc.org](http://www.dmanc.org)

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- YES. E-mail me about DMANC events.**  
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#### EVENT FEES:

##### **April 20, 2010 Luncheon Meeting:**

Mktg. Student/Instructor  \$40pp Member  \$55pp Non-Member  \$75pp

##### **April 20, 2010 Luncheon Meeting & Bonus Workshop:**

Mktg. Student/Instructor  \$40pp Member  \$115pp Non-Member  \$140pp

If you do not have a current membership, the non-member rate will be charged. No shows will be billed. Cancellation Policy: E-mail or fax us; then full refund until one week prior to event.

**I WANT TO JOIN DMANC. \$125pp**

And as an added bonus receive \$20.00 off this meeting  
**YOUR SIGNATURE IS REQUIRED HERE:**

Yes, I agree with and endorse The DMA Privacy Promise as outlined on its web site: [www.the-dma.org](http://www.the-dma.org) and will encourage my company and the companies it does business with to comply.

Signature \_\_\_\_\_

I'd like to volunteer on a committee. Call me.

**PAYMENT: Only paid registrations will be confirmed.**

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