



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

Wednesday, February 17, 2010

11:30am - 12:00pm Registration & Networking
12:00pm - 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

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Getting Closer to the Customer Using Social Media: A Case Study from Intuit

February 17, 2010, 12:00 pm

Plus a Bonus Workshop: "How to REALLY put Social Media to Work"

Join us for this luncheon presentation where Scott Wilder, former GM for Intuit's Small Business Online Communities, will discuss how to leverage the *Voice of the Customer* from both company sponsored websites and other external social media platforms. He will show how different parts of the organization - customer service, marketing, and product management -- benefit from these learnings, thus impacting a company's bottom line. During the session, Wilder will share concrete examples of how Intuit has "gotten closer to the customer" and created better products and services through Social Media.

Speaker: Scott K. Wilder, former GM, Intuit Small Business Online Communities

Bonus Workshop

"I'm on Twitter and Facebook... now what?"

How to REALLY put social media to work for your business.

Stay after lunch for a workshop you won't want to miss. 2009 was the year when marketers discovered social media. 2010 is when you'll actually put it to work building your business (or personal) brand while supporting other direct marketing efforts. In this workshop you'll learn the nuts and bolts of running your social media campaign like a pro while avoiding embarrassing (and very public) missteps. Take home tips, best practices and links galore including some FREE resources that can make you a social media maven.

Workshop leader: Otis Maxwell

(Please use one form per person) Join today at www.dmanc.org

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- YES. E-mail me about DMANC events.
 NO. Do not e-mail me. Do not rent my name.

EVENT FEES:

February 17, 2010 Luncheon Meeting:

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

February 17, 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 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.

Charge my: Amex MasterCard VISA Discover

Number _____ Exp. _____

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Call: 800.613.9266 Fax: 800.613.8819 Online: www.dmanc.org

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