



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

**Wednesday, Nov. 19, 2008**

11:30am – 12:00pm Registration & Networking  
12pm – 2:00pm Luncheon & Keynote Address

**Location: Doubletree Hotel**  
835 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)

Thank you to our Corporate Sponsors:

**The Vanella Group, ExactTarget, TRUSTe, ClickMail Marketing, Direct Marketing Partners, TargetRight Marketing, Applied DM Research, Vidi Emi**

Be a Corporate Sponsor and get a year's worth of exposure to this marketing community. Call 800-613-9266 for options.

**CMO Council Special Report:**  
*Individualized Relationship Marketing...*  
Championing the Power of Precision Promotio



Individualized Relationship Marketing (IRM) has become real and achievable with the advent of sophisticated customer data integration systems, profiling and analytics services, and personalization technologies across all channels of market engagement. But to what degree is this being embraced and budgeted for in the upper echelons of marketing management? According to a new Chief Marketing Officer (CMO) Council survey on **Routes to Revenue** in 2008, becoming more personalized, relevant and precise in customer communication is now the preferred strategy for realizing revenue growth and profitability from existing customers. Introducing better segmentation, profiling and targeting strategies was also seen as the best way to reach and engage core audiences. With personalization strategies and campaigns now a key area of responsibility for the CMO, knowing how to approach and message to your audience is an important requirement for direct marketers and service providers.

Join us as Donovan Neale-May, executive director of the CMO Council, shares results from the CMO global think tank's research activities and best practice studies in the area of Individualized Relationship Marketing (IRM). In another study on the **Power of Personalization** conducted by the CMO Council, nearly 49 percent of respondents believed the CMO should be the champion of personalized marketing initiatives in their organization, way ahead of any other functional group.

**Attendees to this event will receive a free CMO Council Report Valued at \$199.00**



CMO Council's **Power of Personalization** survey tapped into the insights of over 700 senior executives. These included CEO, CMO, SVP and VPs of Marketing. Industry sectors represented included technology, Internet, telecommunications, media, professional services, banking/ finance, retail, consumer goods and manufacturing

**Speaker: Donovan Neale-May, executive director of the CMO Council**

(Please use one form per person)

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
E-mail \_\_\_\_\_

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

**EVENT FEES:**

**Nov19, 2008 Luncheon Meeting:**

Student/Teacher  \$30pp Member  \$65pp Non-Member  \$90pp

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 \$25.00 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.**

Charge my:  Amex  MasterCard  VISA  Discover

Number \_\_\_\_\_ Exp. \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

**Call: 800.613.9266 Fax: 800.613.8819 Online: [www.dmanc.org](http://www.dmanc.org)**

To remove yourself from our Fax Broadcast, please put "Remove" on this page and fax back to us.

Make sure your **NAME and FAX NUMBER** are visible. Thank you.

DMAnc: 3837 Honolulu Ave, Glendale, CA 91214