



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

Wednesday, Sept. 16, 2009

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

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Getting Started with Mobile Marketing: Strategy & Tactics

Luncheon Keynote:

Michael Becker, contributing author to *Mobile Internet for Dummies* and co-author of *Web Marketing All-in-One for Dummies* will define mobile marketing. He'll review how the practice of mobile marketing is used, both for direct and indirect marketing. He'll discuss the leading mobile marketing strategies and tactical execution themes, and discuss case studies on successful mobile campaigns.

Plus Bonus Workshop:

Intensive Mobile Marketing Bootcamp

In this bootcamp, we'll show you how mobile marketing can be used to engage consumers and business alike. We'll introduce you to the landscape and ecosystem of players that can help you practice mobile marketing. We'll review numerous direct and indirect mobile marketing case studies and discuss in detail the unique capabilities of each mobile path (SMS, MMS, eMail, Voice/IVR, Internet, Mobile Internet, Bluetooth and Applications) that can be used to traverse through the mobile channel. In addition, mobile advertising and related awareness-generating and consumer participation incentive tactics will be discussed, as will related mobile marketing practices like mobile enhanced cause marketing, mobile giving, and more.

Michael Becker is a leader in the mobile marketing industry, assuming the roles of industry entrepreneur, volunteer, and academic. Mr. Becker is the VP Mobile Strategies, Mobile Labs, at iLoop Mobile, Inc. iLoop Mobile is the industry's leading mobile marketing solutions provider and was awarded the MMA Innovation of the Year Award in 2007. In addition, he has authored over 60 articles on mobile marketing and is an accomplished public speaker on the topic. In his spare time, Mr. Becker is pursuing his doctorate on the topic of mobile enhanced customer management interactions at Golden Gate University.

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EVENT FEES:

Sept. 16, 2009 Luncheon Meeting:

Mktg. Student/Instructor \$30pp Member \$55pp Non-Member \$75pp

Sept. 16, 2009 Luncheon Meeting & Bonus Workshop:

Mktg. Student/Instructor \$30pp Member \$115pp Non-Member \$140pp

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