



DMANC is now part of the DMA National Affiliate Network

Our next presentation is on:

Friday, September 25, 2009

Location:

**Scott's Seafood Restaurant and Grill
855 El Camino Real**

**Town and Country Shopping Center
(Embarcadero and El Camino)**

Palo Alto, CA 94301

(650) 323-1555

Cost:

DMAnc Member: FREE +breakfast

Non-Member: \$15 + breakfast

Student/Teacher: \$15 + breakfast

Register for Breakfast Roundtable

Join today at www.dmanc.org

Thank you to our Corporate Sponsors:

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Midwest Web Inc., Jigsaw**

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SPECIAL DMAnc Roundtable

September 25, 2009, 8:30 am to 10:00 am

The Four Emerging Pillars of Digital Direct Marketing

The MarketingSherpa marketing summit is drawing many great speakers to the Bay Area the last week of September, and we want to give you the opportunity to catch one of the best speakers at this special breakfast roundtable on **Friday, September 25**. Join us as **Dave Wieneke, Director of Digital Marketing**, for the world's largest legal services provider, **Sokolove Law**, answers the questions on how we can measure social media, capitalize on video (including in email), and use personalization techniques to drive better conversions.

Learn pragmatic steps that you can take today to drive improved business results online.

- The simple metrics that are the root of social media.
- Why personalization is a key driver of brand equity.
- The emergence of video everywhere, including in email.
- How design can help you win in SEO, conversion, and user experience

Dave Wieneke, is the Director of Digital Marketing for the largest legal services promoter in the US, Sokolove Law. He has served in similar positions at Thomson Reuters Legal, and the Christian Science Monitor Newspaper.

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YES. E-mail me about DMANC events.

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EVENT FEES:

September 25, 2009 Palo Alto Special Roundtable Breakfast:

DMAnc Member: FREE + no host breakfast

Non-Member: \$15 + no host breakfast

Student/Teacher: \$15 + no host breakfast

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. _____

Cardholder Signature _____

NAME ON CARD _____

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.

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

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

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DMAnc: 18305 W Montebello Avenue, Litchfield Park, AZ 85340