5 Reasons To Attend This Year’s Email Marketing Summit

1. No Vendor Pitches From The Podium:
The speakers at Email Summit ‘10 are just like you - marketers responsible for leading their companies’ email programs. You won’t hear any sales pitches about companies or the services they provide - just the information you need to succeed.

2. Programming Focused on You:
Through extensive marketplace research, the MarketingSherpa team has identified the top 7 challenges that email marketers face each and every day. Email Summit ‘10 is designed to equip attendees with proven tools, tips and strategies to conquer these challenges. (see pages 2-5 for details)

3. Keynote Speaker Joseph Jaffe + Book Launch:
Learn from our keynote speaker, Joseph Jaffe, President of crayon and bestselling author of “Join the Conversation” and “Life After the 30-Second Spot.” BONUS: Each attendee will receive their personal copy of Joseph Jaffe’s new book “Flip the Funnel.”

4. Dual B2B and B2C Learning Tracks:
For the first time ever, choose from B2B or B2C sessions crafted specifically for marketers in each discipline.

5. Two Practical Tools to Help You Implement What You Learn:
Don’t lose the momentum you gained from the Summit after you depart. Two online tools, Email Summit Key Findings Whiteboard and Monday Morning Action Items, will organize key takeaway information from each session into five practical categories for easy follow-up learning.
### AGENDA

#### Wednesday January 20th, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Track</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-1pm</td>
<td></td>
<td>Attendee Registration</td>
</tr>
<tr>
<td>1-3pm</td>
<td></td>
<td>Email Training Workshop</td>
</tr>
<tr>
<td>3-3:15pm</td>
<td></td>
<td>BREAK</td>
</tr>
<tr>
<td>3:15pm-5pm</td>
<td></td>
<td>Email Training Workshop</td>
</tr>
<tr>
<td>5:15-7pm</td>
<td></td>
<td>Opening Night Cocktails On Expo Floor</td>
</tr>
</tbody>
</table>

#### Thursday January 21st, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Track</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15-8:45am</td>
<td></td>
<td>Networking Breakfast</td>
</tr>
<tr>
<td>8:45-9:15am</td>
<td></td>
<td>Welcome &amp; Introduction</td>
</tr>
<tr>
<td>9:15-10:00am</td>
<td></td>
<td>The five best ways to optimize email response: A sixth month experiment across 1.2 billion sends.</td>
</tr>
<tr>
<td>10:00-10:30am</td>
<td></td>
<td>BREAK</td>
</tr>
<tr>
<td>10:30-11:30am</td>
<td></td>
<td>Flip the Funnel: How to use existing customers to gain new ones</td>
</tr>
<tr>
<td>11:30am-12:00pm</td>
<td></td>
<td>Flip the Funnel-Continuing the Discussion</td>
</tr>
<tr>
<td>12-1:30pm</td>
<td></td>
<td>Networking Lunch</td>
</tr>
<tr>
<td>1:30-2:00pm</td>
<td></td>
<td>B2B How To Design Email Lead Nurturing Programs That Drive Sales</td>
</tr>
<tr>
<td>2:00-2:30pm</td>
<td></td>
<td>B2B Successful Email List Management: Fixing the leaky bucket</td>
</tr>
<tr>
<td>2:30-3:00pm</td>
<td></td>
<td>B2B The Heat-Seeking B2B Email: How to Customize Messages to Target Sales-Ready Leads</td>
</tr>
<tr>
<td>3:30-4:15pm</td>
<td></td>
<td>B2B Must-have Triggered Campaigns for Every Business</td>
</tr>
<tr>
<td>4:15-5pm</td>
<td></td>
<td>B2B Short and Long-term Strategies for B2B Email List Growth</td>
</tr>
<tr>
<td>6-7pm</td>
<td></td>
<td>B2B From 10 to 100: How USAA delivered 10 times more campaigns with no additional resources</td>
</tr>
<tr>
<td>6-8pm</td>
<td></td>
<td>BREAK</td>
</tr>
<tr>
<td>6:00-9pm</td>
<td></td>
<td>GALA PARTY: Poolside at the InterContinental Hotel</td>
</tr>
</tbody>
</table>

**Session Speaker and Company**

- (Stefan Tornquist, Research Director, MarketingSherpa)
- (Dr. Flint McGlaughlin, Director, MarketingExperiments)
- (Joseph Jaffe, President & Chief Interruptor, crayon)
- (Joseph Jaffe, President & Chief Interruptor, crayon, Moderated by: Stefan Tornquist, Research Director, MarketingSherpa)
- (Brian Carroll, CEO, InTouch)
- (Andrew Chang, Manager of Marketing Strategy, AirTran Airways)
- (Matt Barker, Director of Marketing, TeleHealth Services)
- (Carolyn Nye, Marketing Manager, S&S Worldwide, Inc.)
- (Adrian Olvera, Global SMB Marketing, Dell)
- (Thomas Nuspl, Senior Manager, Email Marketing Strategy and Capabilities, USAA)
- (Bob Johnson, Vice President & Principal Analyst, Content Optimization Practice, IDG Connect)
- (Rachel Fishman Fedderson, Director, Parenting.com, Heather Vessey, Email Marketing Senior Manager, Bonnier Corp, & Loren McDonald, Vice President of Industry Relations, Silverpop)
- (Stacey Nash, Director of Marketing Communications, BMC & Joshua Siler, VP Technology, Babcock & Jenkins)
- (Sponsored by ExactTarget)
# AGENDA

**Friday January 22nd, 2010**

<table>
<thead>
<tr>
<th>Time</th>
<th>Track</th>
<th>Session Title</th>
<th>Session Speaker and Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00-3:00 am</td>
<td></td>
<td>Summit Attendee Registration</td>
<td></td>
</tr>
<tr>
<td>8:00-9:00 am</td>
<td>B2B</td>
<td>BREAKFAST</td>
<td>(Sergio Balegno, Senior Analyst, MarketingSherpa)</td>
</tr>
<tr>
<td>9:00-9:30 am</td>
<td>B2B</td>
<td>E=SM(2): A Formula for Email and Social Media Marketing Success</td>
<td>(Greg Cangalaisio, President &amp; CEO, Blue Sky Factory, Inc.; Jason Love, Vice President of Client Services, Rocketshop; Joel Book, Director of eMarketing Education, ExactTarget, Inc., John Doub, VP of Technical Services, e-Dialog)</td>
</tr>
<tr>
<td>9:30-10:30 am</td>
<td>B2B</td>
<td>Connect with Subscribers Wherever They Are: The Intersection of Email and Social Media</td>
<td></td>
</tr>
<tr>
<td>10:30-11:00 am</td>
<td>B2B</td>
<td>BREAK</td>
<td>(Dela Quist, CEO, Alchemy Worx Ltd.)</td>
</tr>
<tr>
<td>11:00-11:45 am</td>
<td>B2C</td>
<td>Talk to Me: Permission in a Multichannel World</td>
<td>(Stefan Tornquist, Research Director, MarketingSherpa)</td>
</tr>
<tr>
<td>11:45 am-12:30 pm</td>
<td>B2C</td>
<td>Bonus Workshop Excerpt: The Rules of Opt-in Attraction</td>
<td>(Pam O’Neal, Vice President of Marketing, BreakingPoint Systems, Inc.)</td>
</tr>
<tr>
<td>12:30-2:00 pm</td>
<td></td>
<td>LUNCH</td>
<td>(John Mast, Vice President, Marketing, Expedia CruiseShipCenters; Matt Barker, Director of Marketing, TeleHealth Services)</td>
</tr>
<tr>
<td>2:00-2:45 pm</td>
<td>B2B</td>
<td>How to Use Social Media and Email for Prospecting</td>
<td>(Keith Nyhouse, Director of Online Marketing, Qwest Communications; Adrian Olvera, Global SMB Marketing, Dell)</td>
</tr>
<tr>
<td>2:45-3:30 pm</td>
<td>B2C</td>
<td>Building Longlasting Relationships through Email, Social and Mobile</td>
<td>(Marc Majers, Manager of Web Development, The Cleveland Institute of Art)</td>
</tr>
<tr>
<td>3:30-4:15 pm</td>
<td>B2B</td>
<td>Connect with the Socialsphere: Using Email to Obtain Customer Testimonials</td>
<td>(Moderated by Sean Donahue, Sr. Reporter, MarketingSherpa, Dennis Dayman, Chief Privacy &amp; Deliverability Officer, Eloqua, Stephanie Miller, VP Global Market Development, Return Path)</td>
</tr>
<tr>
<td>3:30-4:15 pm</td>
<td>B2C</td>
<td>How to Use Social Elements to Achieve Specific Email Goals</td>
<td>(Moderator: Stefan Tornquist, Research Director, MarketingSherpa, Robert Consoli, Deliverability Manager/ISP Relations, Silverpop.)</td>
</tr>
<tr>
<td>3:30-4:15 pm</td>
<td>B2C</td>
<td>Mounting the New Challenges of Deliverability</td>
<td>(Moderator: Stefan Tornquist, Research Director, MarketingSherpa, Robert Consoli, Deliverability Manager/ISP Relations, Silverpop.)</td>
</tr>
</tbody>
</table>
What Makes Email Summit Truly Unique?

When you attend the Email Summit, you won’t hear sales pitches from speakers and vendors during sessions. You won’t hear updates on MarketingSherpa’s new offices or technology platforms. You won’t hear ivory-tower theory on marketing trends and tactics.

Here’s what you will hear at this year’s Email Summit:

- **Real Case Studies:** Email Summit ‘10 will provide you with the building blocks for a successful email program. Learn best practices in design, delivering highly-relevant content, measuring results, testing, database integration with email systems, deliverability, list growth and more.

- **Real People:** The speakers and vendors at Email Summit ‘10 are just like you - marketers responsible for leading their companies’ email programs. You won’t hear any sales pitches about companies or the services they provide - just the information you need to succeed.

- **Real Numbers:** Our case studies are supported by proven facts, ready for you to test. You’ll get details on how to combine social marketing with email. You’ll receive in-depth coverage on use of mobile, application marketing and more. You’ll learn more than just discovering what’s new; you’ll discover what’s new and actually works.

- **Real Stories:** The MarketingSherpa team spent countless hours reviewing speaker candidates to verify the content they present is relevant to your needs, practical to implement and proven in the real world.

**EMAIL SUMMIT Expo & Awards**

Jan 20-22, 2010 - Miami, FL

http://EmailMiami2010.MarketingSherpa.com
Top 7 Email Marketing Challenges

Through extensive marketplace research, the MarketingSherpa team has identified the top 7 challenges that email marketers face each and every day. This year’s summit is designed to equip attendees with proven tools, tips and strategies to conquer these challenges:

1. Delivering highly-relevant email content to recipients
2. Competing with social media for recipients’ time and attention
3. Measuring and proving email marketing program ROI
4. Getting people to opt-in to email lists
5. Integrating databases with email systems
6. Reducing the amount of legitimate emails perceived as spam
7. Increasing email deliverability

Source: MarketingSherpa's Email Marketing Benchmark Survey
Methodology: Fielded Jul-Aug 2009. N=1,183

EM@IL SUMMIT
Expo & Awards
Jan 20-22, 2010 - Miami, FL
First-Ever: Dual B2B and B2C Learning Tracks

This is the first year we will offer dual learning tracks individually tailored for B2B or B2C marketers.

B2B marketers will learn what's working - and what's not - when using email to generate leads, influence decision makers, reduce the sales cycle, and distinguish products and services from the competition.

B2C marketers will learn from speakers and topics focused on their specific needs including; basket recovery techniques, transactional emails and page designs from leading consumer product marketers.

http://EmailMiami2010.MarketingSherpa.com
See Who’s Attending This Year’s Summit

@utoRevenue
a la mode
AAA Western and Central New York
Access Group
ADP Retirement Services
ADTRAN
Advanced Nutrients
All Web Email
Allianz Global Investors Distributors, LLC
Aprimo, Inc.
ATP Tour, Inc
Avenco Insurance Company
Bankrate, Inc.
Bayard
Bill Me Later Inc.
Blackboard, Inc.
Brooks Bell Interactive
Canvas On Demand
CareCredit
CB Richard Ellis
Cellular South
Chronicle of Higher Education
Cisco
come&stay
DaVita Inc.
Dow Jones & Company
Dow Pharmaceutical Sciences, Inc.
E Source
eCircle AG
ES&A Ltd.
ExactTarget
Flight Centre USA Inc
GOGO Worldwide Vacations
Green Mountain Coffee
Harriet Carter Gifts
Harvard Business School Publishing
Health Market Science
Healthways
HubSpot
INDEVCO Group
Informz, Inc
InsideOut Development
Iowa State University
JDSU
Mail Print, Inc.
Moen, Inc.
MyNewPlace
Net Atlantic, Inc.
newsweaver
NJH Ventures
OMI people
Open Text
Operation Smile
optivo GmbH
Pace360
Paretologic Inc.
Pathmaker Marketing, LLC
Pennwell Corporation
Permanent General
Platts
Pongo Resume
Progressive
Public Interactive
Revenue Cycle Inc.
Shopzilla
Sonos
Tanger Outlets
TCV
telus
The Bargain! Shop
The Lampo Group
The New England Journal of Medicine
The Ritz-Carlton Club
The SCOOTER Store
Thin Data Inc
Thomson Reuters Healthcare
Tomato Interactive srl
Topcon Medical Systems, Inc.
uShip
Verlag für die Deutsche Wirtschaft AG
WebGreen IT
Wicked Temptations
Wolters Kluwer Financial Services
WorkInSports.com
Yahoo!

EM@IL SUMMIT
Expo & Awards
Jan 20-22, 2010 - Miami, FL

http://EmailMiami2010.MarketingSherpa.com
Live Email Optimization
January 20th, 2010 1pm-5pm

MarketingSherpa’s sister company MarketingExperiments has been testing email, landing page and marketing optimization strategies for more than 10 years. In time for Email Summit 2010, they have refreshed and refocused their email research and will present a live optimization course designed to help you discover exactly how to:

- Maximize your email capture rate and quality
- Improve your current email open rates
- Craft your email messaging for the highest conversion
- Build customer trust and loyalty with your emails

With this opportunity you’ll receive four bonus hours of intensive training (on the same day the Summit begins) and learn new strategies and proven techniques to drive your email ROI from capture to conversion. If you want to get “ready-to-implement” advice from the optimization experts in a more intimate setting, this workshop is the perfect way to kick off your Email Summit experience.
Here’s What Past Attendees Have Said

“Overall, it was a great experience. The speakers were marketers, in the trenches, who were able to relate their experiences to attendees in a useful way. The sessions inspired a lot of ideas that I could take back and apply to my marketing programs.”

Ellie Mirman
Hubspot

“The MarketingSherpa Email Summit is a “must attend” if you are an email marketer - for many reasons. The conference provides an excellent opportunity to learn the most current research, hear about other email marketers successes and challenges, network with conference attendees and finally see many the industry providers in one place. There is something for everyone at this conference.”

Joyce Persofsky
Creative Services

“Congrats to all for a fabulous conference! As an attendee, presenter and sponsor - the Summit exceeded my expectations. Looking forward to next year.”

Loren T. McDonald, VP, Industry Relations
Silverpop

“Biggest take-away from the MarketingSherpa Email Summit is the fact that even though we try to keep up with technology, there’s so much more that we have to learn. And to hear the different speakers it makes me realize that we just have to keep working.”

Julio Fernandez, Director E Marketing
Oracle Corporation

“I’ve really enjoyed the MarketingSherpa Email Summit. My immediate take-away is that it’s been an epiphany of what we need to do better: like welcome messages and segmentation.”

Paul Pacun
Miatic Incorporated
Location

InterContinental Hotel
Miami, FL

MarketingSherpa has a limited number of hotel rooms blocked at a special reduced rate of $229 a night, for summit attendees. Room rate ends 1/1/2010.

For more information, contact:
InterContinental Hotel
www.ichotelsgroup.com
Discount code: EMS
(305) 577-1000 ext. 4746
100 Chopin Plaza, Miami, FL 33131

Pricing

<table>
<thead>
<tr>
<th>Pre-Summit Workshop + Summit Ticket</th>
<th>$200 ends 1/8</th>
<th>$1,794 (Originally $1,994)</th>
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<tbody>
<tr>
<td>Email Summit ‘10 Ticket</td>
<td>$200 ends 1/8</td>
<td>$1,495 (Originally $1,695)</td>
</tr>
</tbody>
</table>

Group ticket discounts are available, call for details.

Two Easy Ways to Get Your Ticket

1) Online: http://EmailMiami2010.MarketingSherpa.com
2) Phone: (877) 895-1717