

Is your email not getting the message across? Get a Transactional Message Makeover!

Personalized (points to 'Dear John,')

Customer Service Integration (points to 'Getting Started' section)

Dynamic Order Management (points to 'Order Summary' table)

Product Marketing and Upsell by Product and Purchase History (points to 'Special Savings' section)

Order Summary

Quantity	Item	Price
1	Product Home & Business DOWNLOAD for Windows	
1	Product Manager DOWNLOAD for Windows	

Purchasing Information

Ship To:	Bill To:
John Shopper 1224 Street This Town City, State, 60066	John Shopper 1224 Street This Town City, State, 60066

Special Savings

Receive 20% off your first Product training through Retailer.com Academy!
Promo Code: tqckn05
Expires 30 days from purchase

Now, it's easier than ever to enhance your best assets. StrongMail provides a flexible, in-house solution that can get you up and running in weeks — not months.

Transactional emails are opened and read more than any other email. Make the most of your customer's undivided attention.

Call (800) 971-0380 to speak with StrongMail today.

transact@strongmail.com
www.strongmail.com/makemeover



MediaPost's
emailINSIDER
SUMMIT
PROGRAM
DECEMBER 3-6, 2006
THE CHATEAUX AT SILVER LAKE
DEER VALLEY, UTAH

PHOTO COURTESY DEER VALLEY RESORT

SPONSORS

www.mediapost.com/emailinsidersummit

AGENDA

Sunday, December 3

6:00pm – 8:00pm: Summit Welcome Reception – **THE CHATEAUX**

Monday, December 4

Email's Role in the Marketing Mix

8:00am – 8:45am: Goodmail Systems Breakfast – for VIPs only **MONET ROOM**

8:45am – 9:00am: Welcome **RENOIR ROOM**
Kenneth Fadner, *Publisher, MediaPost*
Bill McClosky, *Founder, CEO, Email Data Source*

9:00am – 10:00am: Opening Keynote – Advanced Email Performance, Where (and What) Art Thou? Has Email Failed Us?

9:00am: Keynote 1 – Above the Clutter: Will Email Be Able to Continue to Deliver the Successful Returns of Today?
Relevance is the key to success in the email channel. But what is relevance? It takes different forms on different programs. Two P&G case studies will be discussed. Regardless of the level of relevance, email is delivering less today than it used to. What's driving the trend and can it be reversed?
Denis McGrath, *Interactive Marketing Manager, Pampers, Procter & Gamble*

9:30am: Keynote 2 – A GPS for Email Marketing: Where the Heck are We? Today the corporate email marketer teeters on the edge of two world views. Your internal customers are probably lined up at the door with the next mailing and demanding even more from you, because based on their budgets and the other options available, email performs great. But the management team who funds you and the customers you ultimately need to serve are offering up some unsettling signals — that email may not be the panacea in the future that it is today.
Brian Ellefritz, *Global Customer Relationship Marketing, Cisco Systems*

10:00am – 10:45am: Marketers Roundtable: Defining Email V2.0 – Let's face it: Email is an intrusive marketing device for most consumers and one that's increasingly unwieldy to manage effectively for the marketer. Join these top-tier marketers in an interactive session to celebrate the good, and tackle the hairy issues surrounding email ROI in a multi-channel world.
Denis McGrath, *Interactive Marketing Manager, Pampers, Procter & Gamble*
Brian Ellefritz, *Global Customer Relationship Marketing, Cisco Systems*
Syd Jones, *Senior Manager of Worldwide*

Demand Generation, E-Marketing, IBM
Daryl Neilson, *eCommunications WW Program Manager, Hewlett Packard*
MODERATOR: Matt Blumberg, *Founder/CEO, Return Path*

10:45am – 11:00am: Coffee Break and Session Change

11:00am – 11:45pm: BREAKOUT SESSIONS
Breakout 1: RENOIR ROOM Email Technology 2.0 – Where is the Real Opportunity for RSS, SMS and other emerging technologies? What is the real opportunity for emerging technologies? Although Forrester Research reports that only 2% of U.S. Internet users employ RSS, 7% are interested in getting RSS feeds from their favorite marketers. Can email success be enhanced by these 2.0 technologies, or will they eventually supplant some of the best performing email types like transactions, content newsletters and alerts? Find out what you need to be planning in 2007 to test these new technologies with your own program.
Lola Gandara, *Manager, Consumer Marketing, Warner Music Group*
Bill Nussey, *CEO, Silverpop*
MODERATOR: Brent Hill, *VP, Advertising, FeedBurner*

Breakout 2: MONET ROOM Gaining C-level Attention and Respect for the Email Channel – Does your company fully fund and support your email initiatives or is email the Rodney Dangerfield of your marketing mix? Hear some field-tested strategies for making the case for email investment and innovation, educating the senior team, getting budget respect, and helping all the business/brand/product teams understand best practices.
Karl Robertson, *Americas Email Marketing Manager, Hewlett Packard*
Paul Beck, *Sr. Partner and Executive Director of Interactive Marketing and Advertising, OgilvyInteractive, Worldwide*
Christina Nicholson, *Email Program Manager, Williams-Sonoma*

11:45am – 12:00pm: Lunch Pick-up; Return to General Session **FOYER**

12:00pm – 12:45pm: RENOIR ROOM Is Your Email Database a Depreciating Asset? Methods to Determine the Value of an Email Address to Your Business – Some accurately know the value of their customers and assessing the cost of acquisition is a science, but how do you put a value on the email address you use today that goes unresponsive in three months? Looking past pure RFM analysis, this fast moving panel will outline several methods of putting quick valuations on your email database, how to factor non-responders, how list churn and future channel preferences can impact this valuation.
David Baker, *VP, Email Channel, Avenue A | Razorfish*

Gareth Morgan, *VP, International Hotels Corporation*

1:30pm – 2:45pm: Optional afternoon Sessions available to continue the conversation from this morning's Marketer Roundtable.

1:00pm: SUMMIT ACTIVITIES

6:00pm: Fireside Dining at The Empire Lodge

Tuesday, December 5

Email Marketing Cornerstones

8:00am – 8:45am: Popular Media Breakfast – For VIPs only **MONET ROOM**

9:00am – 10:00am: RENOIR ROOM Keynote: Email Marketer Case Studies on Segmentation Practices – The most effective way to increase relevancy and response to your email program is segmentation. It also lets you send less email and be more effective with each message — reducing churn and improving deliverability. Learn real-world best practices around list management, targeting and content strategy that will help boost your email ROI.
Michele Souder, *Manager, Email & Database Marketing, General Mills*
Betsy Alperstein, *Sr. Manager of Email Marketing, General Growth Properties*
Mark Branitsky, *Director, Peterson's - a Nelnet Company*
MODERATOR: Loren McDonald, *CMO, J.L. Halsey*

10:00am – 10:45am: Content is Beside the Point: Reputation Rules – There is no simple "free pass" to reach the inbox. However, the levers that are important to inbox deliverability are under the control of the marketer. Hear from the AOL postmaster what senders can do to protect their reputations and reach the inbox.
Charles Stiles, *Postmaster, AOL*
Des Cahill, *CEO, Habeas*
MODERATOR: George Bilbrey, *GM Delivery Assurance Systems, Return Path*

10:45am – 11:00am: Coffee Break and Session Change **FOYER**

11:00am – 11:45am: BREAKOUT SESSIONS
Breakout 1: RENOIR ROOM SWOT Analysis of Strategies to Acquire Email Addresses – Email generates a lot of revenue for a lot of companies. Yet many marketers still have residual resistance when it comes to paying for email records, co-registration and placing ads in email newsletters. It's not just a question of list brokerage, it's a question of permission and quality — and subscriber experience. Learn some tactics from marketers and publishers to quickly welcome and engage new subscribers in order to optimize your investment in this channel.

Sean O'Neal, *CMO, Datran Media*
Lisa Galli, *Director, Outbound Marketing Solutions, CNET Networks*
Kerry Perse, *Relationship Supervisor, Horizon Interactive*

Breakout 2: MONET ROOM Testing Strategies and Advanced Technologies to Build Higher Email ROI – Relevance is the key to email marketing success, and testing is the path to relevance. In other words, it's essential. So, if testing really can move the needle on your email performance, help you make the case for more resources, and let you create and refine the kinds of subscriber experiences that build relevance and higher response — then why do so few marketers do it? The answer is typically that we don't know where to start, and have limited resources. We'll review simple but powerful testing you really can do today, and introduce cool technology solutions that can boost your intelligence and decision-making ability.
Stephanie Miller, *VP, Strategic Services, Return Path*
Greg Edwards, *CTO/Founder, Eyetools*
Andrew Eisner, *VP, Client Services, Optimost*

11:45am: Lunch Pick-up; Return to General Session **FOYER**

12:00pm – 12:45pm: RENOIR ROOM Will Congressional Actions to Protect the Consumer Put Email Marketers at Risk? What the Congressional Leadership Change Will Bring – Congress changed from Republican to Democrat. A number of key governorships changed hands from Republican to Democrat. This will impact on industry, and not necessarily because one party has an agenda that is different from the other, but because with change comes a desire on the part of the new policymakers in control to make themselves noticed. As they try to make an impact, some of their attention will certainly be directed to issues like the Internet and privacy, media and advertising. What does this mean for you?
Alan Chapell, *President, Chapell Associates*
Jim Conway, *VP, Government Relations, The Direct Marketing Association*

1:00pm: SUMMIT ACTIVITIES

6:00pm: Summit Dinner

Wednesday, December 6

The Real World

8:00am – 8:45am: UnsubCentral Breakfast – for VIPs only **MONET ROOM**

9:00am – 9:45am: RENOIR ROOM Keynote:

An Email Program Wearing Many Hats: E-Commerce Sales/Transaction, Retention, Acquisition & Publishing – It's a good thing those folks at LifeScript take their vitamins. Their email program is both a marketing channel as well as a business channel. Email is tapped for marketing of their ecommerce products (vitamins, supplements, skincare) as well as the distribution channel for their original content e-newsletters. Find out how LifeScript is pushing hard on traditional email models for higher response and impact.
Jack Hogan, *Co-Founder & COO, LifeScript*

9:45am – 10:30am: Email and Mobile Marketing: Together in Any Weather (The Weather Channel Interactive case study) – If there is ever a killer app for mobile content, it's the weather. It's what you need to know wherever you go. The Weather Channel Interactive's multi-channel marketing efforts include email, mobile, SMS, desktop and Web. Learn how The Weather Channel Interactive is building a dialogue with customers through mobile devices and other online channels.
Brad Bacon, *Director, Distribution/CRM, The Weather Channel Interactive*

10:30am – 10:45am: Coffee Break

10:45am – 11:30am: Theory vs. Reality vs. Best Practice – Every best practice sounds great. But how to actually implement all those great ideas, without breaking what is working today? Does theory equate to effective strategy? In this head-to-head showdown of experts, each panelist will take a theory and turn it into practice via a case study, along with real results and tips for implementing the best practice in your own program.
Cliff Seltzer, *CEO, PureSend*
Michelle Eichner, *VP, Client Services, Pivotal Veracity*
Morgan Stewart, *Director of Strategic Services, Exact Target*
MODERATOR: Jeanniey Mullen, *Senior Partner & Senior Director of Email Marketing, OgilvyOne worldwide*

11:30am – 12:15pm: Wrap Up with The Email Insiders
Open session to address all questions, ideas and thoughts that come out of the three days.

INSIDERS: David Baker, Loren McDonald, Jeanniey Mullen and all session speakers
MODERATOR: Bill McClosky, *Founder and CEO, Email Data Source*

12:15pm – 12:30pm: Closing Remarks
Bill McClosky, *Founder & CEO, Email Data Source, Inc.*

SPEAKERS



Betsy Alperstein
Sr. Manager of Email Marketing, General Growth Properties



Brad Bacon
Director, Distribution/CRM, The Weather Channel Interactive



David Baker
Vice President, Email Channel, Avenue A | Razorfish



Paul Beck
Senior Partner and Executive Director of Interactive Marketing and Advertising, OgilvyInteractive, Worldwide



George Bilbrey
GM of Delivery Assurance, Return Path



Matt Blumberg
Chairman & CEO, Return Path



Jim Calhoun
CEO, Popular Media



Alan Chapell
Vice President, Chapell Associates



Jim Conway
VP of Government Relations, The Direct Marketing Association



Brian Ellefritz
Global Customer Relationship Marketing, Cisco Systems



John Engler
Vice President, UnsubCentral



Richard Gingras
Chairman, CEO & Co-Founder, Goodmail Systems



Brent Hill
Vice President, Advertising, FeedBurner



Syd Jones
Senior Manager of Worldwide Demand Generation, E-Marketing, IBM



Bill McClosky
Founder and CEO, Email Data Source



Loren McDonald
CMO, J.L. Halsey



Denis McGrath
Interactive Marketing Manager, Procter & Gamble



Stephanie Miller
Vice President, Strategic Services, Return Path



Jeanniey Mullen
Senior Partner & Senior Director of Email Marketing, OgilvyOne worldwide



Daryl Neilson
eCommunications WW Program Manager, Hewlett Packard



Sean O'Neal
Chief Marketing Officer, Datran Media



Karl Robertson
Americas Email Marketing Manager, Hewlett Packard



Cliff Seltzer
CEO, PureSend



Michele Souder
Manager, Email & Database Marketing, General Mills



Morgan Stewart
Director of Strategic Services, Exact Target



Charles Stiles
Postmaster, AOL

OTHER SPEAKERS INCLUDE:

Geoff Atkinson *Chief of Staff/Marketing, Overstock.com*
Mark Branitsky *Consumer Marketing Manager, Peterson's - a Nelnet Company*
Des Cahill *CEO, Habeas*
Greg Edwards *CTO/Founder, Eyetools*
Michelle Eichner *Vice President, Client Services, Pivotal Veracity*
Andrew Eisner *Vice President, Client Services, Optimost*
Lisa Galli *Director, Outbound Marketing Solutions, CNET Networks*
Lola Gandara *Manager, Consumer Marketing, Warner Music Group*
Jack Hogan *Co-Founder and COO, LifeScript*
Gareth Morgan *Vice President, International Hotels Corporation*
Christina Nicholson *Email Program Manager, Williams-Sonoma*
Bill Nussey *CEO, Silverpop*
Kerry Perse *Relationship Supervisor, Horizon Interactive*