

FOR IMMEDIATE RELEASE

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PHILADELPHIA DIRECT MARKETING ASSOCIATION (PDMA)
TO PRESENT MORNING EDUCATIONAL SEMINAR

*“MARKETING MAGIC: SUCCESSFUL STRATEGIES IN
ONLINE AND OFFLINE DIRECT MARKETING”*

Philadelphia, PA – October 26, 2006 – On Wednesday, November 15, 2006, the Philadelphia Direct Marketing Association (PDMA) will present a morning seminar on “Marketing Magic: Successful Strategies in Online and Offline Marketing” to be held at the Crown Plaza Hotel in King of Prussia, PA.

PDMA board chairman and marketing consultant Steve O'Driscoll, who organized the four-session seminar, said, “The seminar is designed to offer both newcomers and veterans a look at the latest and most successful techniques in direct marketing from nine industry leaders.”

Seminar Schedule –

8:25 a.m. to 10:20 a.m. – choice of:

Introduction to Direct Marketing and New Production Strategies in Evolving 1-to-1 Marketing – Instructors: Mary Anne Noon-Childers, Director of Marketing, S. Walter Packaging Corporation; Jim Capanna, Director of Business Development, The Total Mailing System; and Tony Nessler, iGen Product Manager, Xerox.

Marketing Strategy: Employing New Methods to Define Your Target Audience,

-- more --

PDMA SEMINAR – 2/2

Select List Characteristics and Perform Database Analytics & Segmentation – Instructors: Steve O'Driscoll, Marketing Consultant, and JoAnn Alberts, Vice President, American List Counsel.

10:25 a.m. to 12:25 p.m. – choice of:

Internet Basics: Web Site Development, Integrating Web-Based E-Mail, Search Engine Marketing and Web Analytics – Instructors: Steve Emory, President, Network Direct, and Michael Stalbaum, CEO UnReal Marketing.

Creative Concepts: 31 Creative Ways to Magnify Your DM Results – Instructors: Jim Murphy, President, Jim Murphy Communications, and Bill Spink, Chief Creative Officer, DMW Worldwide.

Reservations will be accepted on a first-come, first-served basis. Attendance at the four individual sessions will be limited to a maximum of 50 people each. The marketing seminar offers a choice of four sessions with two sessions running concurrent from 8 a.m. to 12:25 p.m., and includes a continental breakfast. Each session runs about 115 minutes. The cost for one session: \$125 for members and \$160 for non-members; for two sessions: \$195 for members and \$250 for non-members. For more information and to register, please call 610-642-2616 or visit www.the-pdma.org.

About the Philadelphia Direct Marketing Association

The Philadelphia Direct Marketing Association (PDMA) is a non-profit membership association consisting of more than 500 members throughout Philadelphia, Southern New Jersey, and Northern Delaware. The PDMA has served the direct marketing community through education, information, and networking services since 1943. For more about the PDMA and a schedule of upcoming meetings and events, visit www.the-pdma.org.

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