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**PHILADELPHIA DIRECT MARKETING ASSOCIATION (PDMA)
PRESENTS INTERNATIONAL DIRECT MARKETING PANEL:
“DM TIPS ON GOING GLOBAL”**

**Wednesday, September 19, 2007
11:30 a.m. to 2:00 p.m.
Yangming Restaurant in Bryn Mawr, PA**

Philadelphia, PA – August 23, 2007 – The Philadelphia Direct Marketing Association (PDMA) is kicking off a new year of educational programming on Wednesday, September 19, 2007 with a lunch meeting at Yangming Restaurant in Bryn Mawr, PA. The format of the meeting is a panel focused on International Direct Marketing: “DM Tips on Going Global.”

Deborah Sandgren, marketing director of **SEI Global Institutional Group**, will moderate a panel of direct marketing experts in exploring such questions as:

“What’s the best approach to taking direct marketing international?”

“What direct mail pieces are working overseas?”

“Can I expect my successful U.S. marketing strategy to be effective globally?”

Attendees will leave with an understanding of what’s needed to compete on a global scale as offered by experienced direct marketers currently doing just that.

Slated speakers include: **David Ballard**, managing director, **Ballard Direct**; **Sherry Lee Hersey**, senior vice president and regional executive director – Europe, Middle East, and Africa, **ACE International Life**; and **Kristina Richie**, director of agency business development, **Mintel International Group**.

This PDMA-sponsored event is open to members and non-members. Day-of check-in begins at 11:30 AM at 1051 Conestoga Road in Bryn Mawr, PA. The luncheon and presentation runs from 12:00 Noon to 2:00 PM. The cost for PDMA members is \$45; non-members pay \$60.

The PDMA is also making a special introductory offer to non-members. Any non-member who attends a PDMA educational event will be reimbursed the cost of the event if he or she joins the association within 30 days (a \$60 value). To register online, visit www.the-pdma.org or call the PDMA office at 610-642-2616.

The Philadelphia Direct Marketing Association (PDMA) is a non-profit membership association consisting of 540 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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