

The Profits and Power of Direct Mail

If you print anything that is delivered through the mail then you can't afford to miss this exciting Fineline University event!

Overview

Fineline has once again secured a nationally renowned subject matter expert to come to Indianapolis for our Fineline University series. Mary Ann Bennett will join us in August 2010 to help Fineline customers communicate more effectively via direct mail—the leading choice of direct marketing channels. Mary Ann is founder of the Mailing Training Institute and has over 30 years of experience focused on education, production and marketing for the mailing and print industries. She is nationally recognized as an expert on USPS postal automation; is a frequent speaker at direct marketing conventions and communication forums; and is a regular contributor to national publications.

When: Wednesday, August 25, 2010,
 Times: Morning Session (8:30am–Noon)
 Afternoon Session (1:00pm–4:30pm)
 Where: Fineline Printing Group
 Cost: Complimentary
 Register: finelink.com/learn

Who Should Attend

This curriculum is geared towards professionals, whose jobs rely on effectively targeting and communicating with their customers, members, etc., including:

- B2B and B2C Marketing Managers and Directors
- Communications Managers and Directors
- Advertising Agency Staff
- Development, Membership, and Fundraising Staff
- Consultants to Non-Profits

What You Will Learn

- Minimize your postage and production costs
- Maximize your delivery rates
- Stand out from the crowd
- Integrate mail with online marketing for maximum benefits
- Choose 'green' options to demonstrate your responsibility
- Uncover simple ways to ensure data quality
- Understand when you should purchase a mailing list
- Learn ways to test your mail to maximize ROI
- Discuss best practices for variable data direct mail
- Discover how you can expedite the delivery of your mail
- Understand the impact of mail piece design options: size, address location, folds, etc.

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What You Will Learn

Attendees will gain valuable knowledge and insight for their direct mail efforts and leave with a sense of empowerment, energy, and excitement. There are two sessions and attendees can attend one or both. The morning focuses on the critical role of customer data and the importance of customizing content, while the afternoon session focuses on campaign and mail piece design. There will be two breakout workshops where Mary Ann will evaluate and suggest improvements to specific audience mail pieces that they bring to the session. All attendees will receive a detailed program book containing the presentation slide deck, educational content, templates, articles, and more.

Agenda

Morning Session (8:30am–Noon)

- List Hygiene / Maintenance
- Digital & Color Variable Data
- Purchasing Lists
- Sustainability
- Workshop

Lunch Break (Noon–1:00pm)

Lunch is on your own. There are dozens of restaurants close to Fineline. As well, optional tours of Fineline's facility will be available.

Afternoon Session (1:00pm–4:30pm)

- Campaign Design
- The Offer (Measuring ROI, Online Integration)
- Mail Piece Design
- Testing
- Workshop

Speaker Background

Mary Ann Bennett is the President and CEO of The Bennett Group, Inc. and founder of the Mailing Training Institute. The Bennett Group is the nation's only privately-held training and consulting firm that specializes in the development, production, and presentation of educational products and services for the direct mail industry.



She has over 35 years of experience focused on education, production, and marketing for the mailing and print industries. She is a 2009 Women of Distinction Award winner given by Outputlinks, which recognizes the many contributions, achievements, and successes of stellar women in the High Volume Transaction Output (HVTO) industry.

