

Road Map for Email Marketing Success

London

Forrester Participants

Rebecca Jennings, Senior Analyst

Mary Beth Kemp, Principal Analyst

Agenda

9:00-9:30 a.m.	Breakfast Reception
9:30-10:00 a.m.	Welcome And Introductions
10:00-10:45 a.m.	Why And When Email Works Guiding principles for successful email marketing. Understanding your consumers' email tolerance.
10:45-11:30 a.m.	The Art And Science Of Name Acquisition Determining your optimal list size. Maximizing name acquisition on your site. Deciding on the right level of opt-in/opt-out. Evaluating email address append.
11:30-11:45 a.m.	Break
11:45 – 12:45 p.m.	Designing Compelling Campaigns Segmenting and targeting best practices. Formatting messages for optimal impact. Testing and tinkering to maximize success.
12:45 - 1:30 p.m.	Lunch
1:30 – 2:45 p.m.	Group Exercise: Improving Email Effectiveness Understanding the Forrester email evaluation tool. Breakout session: Participants critique and provide suggestions on their specific email campaigns.

FORRESTER®

2:45 - 3:15 p.m.

Getting Email Delivered

Understanding the barriers to email delivery.
Monitoring delivery effectiveness.

3:15 - 3:45 p.m.

Measuring Your Email Results

Metrics beyond open and click-through rates.

3:45 - 4:00 p.m.

Summary and Wrap Up

Venue Information

Forrester Research Ltd

Charlotte House

9-14 Windmill Street

London W1T 2JG



Email Marketing Workshop

March 20, 2008

Location: Forrester UK Research Centre, London

REGISTRATION FORM

To: Elina Virtanen	Fax No: +31 20 305 4343
I would like to attend the "Roadmap For Email Marketing Success" Workshop. Please register me for this Event at a cost of €2500 (£1700) or using Service Units to the same value.	
<u>Personal Details</u>	
Title:	
First Name:	Surname:
Company:	Job Title:
Address:	
City/Postcode:	Country:
Telephone No.:	Fax No.:
Email Address:	
Dietary Requirements:	
<u>Payment Details</u>	
By Invoice	By Credit Card
Invoice Address:	Card No.:
City/Postcode:	Cardholder Name:
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By Service Units	
Cancellation Policy:	
<i>Forrester Research will refund the full registration fee if notified in writing one week before the Event. Cancellations made four or more days prior to the Workshop are subject to a 50% service charge. There will be no refunds given for cancellations made three or fewer days prior to the Event. Attendee substitutions can be made at any time.</i>	
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