

BIG & IDEAS IN The Big Easy

February 28-March 2, 2011 • Hilton New Orleans Riverside • ERAGreatIdeas.org



Early-Bird
Rates End
January 28!
REGISTER NOW

The Great
ideas
SUMMIT 2011
PRESENTED BY ERA



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

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If you want to...

NETWORK OPTIMIZE LEARN and ACHIEVE

... then you need to be in NOLA, February 28-March 2. For the second year in a row, ERA's mid-winter event, The Great Ideas Summit, is at the Hilton New Orleans Riverside for three intense days of education, networking and, of course, partying. Featuring more than 800 direct response marketing industry professionals from 40 countries all under one roof, this event is your first and best opportunity of the year to connect with the global business partners who can boost your profits in 2011.

GENERAL SESSION PANEL:

Global Trends in D2C Commerce

Tuesday, March 1, 5:00 p.m. - 6:00 p.m.

Versailles Ballroom

Register today to join Julie Coons, president and CEO of the Electronic Retailing Association, and a panel of internationally respected leaders in direct-to-consumer marketing for a candid, engaging and interactive discussion regarding the future of D2C commerce.

In addition to leading North American direct response marketers, the panel will feature some of the world's top experts in multichannel marketing, international direct response, e-commerce, iTV, mobile and other emerging platforms, including industry luminaries such as Jeffrey Grau, principal analyst, eMarketer, Michael Guptan, head of technology investment banking, Duff & Phelps and Harry Hill, president, Oak Lawn Marketing.

Don't miss this rare opportunity to catch a glimpse of the future of direct response with some of the industry's most forward-thinking leaders - **REGISTER NOW at ERAGreatIdeas.org.**

Meet and mingle with the panelists—and other Great Ideas Summit attendees—over cocktails and hors d'oeuvres at a happy hour reception immediately following the presentation.

EVERY GOAL, EVERY DREAM, EVERY ACHIEVEMENT, BEGAN WITH A



Big Opportunities Await you in the Big Easy.

REGISTER BY JANUARY 28 AND SAVE \$100!

Visit ERAGreatIdeas.org and use promotional code **SAVE** when registering (or, pass this along to a colleague if you've already registered).



EDUCATION PROGRAM:

Great Ideas For Driving Profitability in 2011

The Great Ideas Summit 2011 education program is the most robust ever, with eight sessions conducted by 30 industry experts. The sessions have been specifically chosen by the direct response community for their relevance. You've picked the subjects. You've selected the speakers. **Register now** to take advantage of this opportunity to grow your expertise—and your business. All sessions will take place in Belle Chasse, Hilton New Orleans Riverside.

Tuesday, March 1

You Bet Your Profits!

10:00 a.m. - 11:00 a.m.

Learn to maximize your profits, have fun and win prizes as you participate in an interactive, fast-paced session with a unique “game-show” format. Our broad panel of experts will put together challenging questions in the hottest areas facing everyone in the DR world; Questions will be based on real-life experiences. Every person in the audience can participate. Correct answers earn the contestant DR Bucks equal to the value of the question. All answers will be followed by a 15-30 second explanation by one of the judges. Prizes to be awarded to winners.

The Wait is Over: National Interactive TV is Finally a Reality!

11:30 a.m. - 12:30 p.m.

For more than a decade, interactive television has been a promise that always seemed to dangle just out of reach. No more. Several media companies are offering ITV advertising opportunities on a national scale, including request for information overlays and other innovative T-commerce options, all with a click of the TV remote. Learn how these latest developments create invaluable new vehicles for DRTV advertisers. Panelists include the companies creating the platforms and the networks and distributors selling this valuable technology today.

Wednesday, March 2

What Would Don Draper Do? How to Create Award-Winning Direct Response Creative

10:00 a.m. - 11:00 a.m.

When it comes to *Mad Men*, it's Don Draper who sets the creative standard. So in the spirit of everyone's favorite ad executive, we'll look at the advertising creative that is moving the needle and making consumers purchase. At this innovative session, we will look at the spots that worked, and how we can accelerate the industry to push for more innovative, engaging and compelling advertising that creates measurable results.

Predict the Impact of DRTV on Multichannel Sales

11:30 a.m. - 12:30 p.m.

Everyone knows DRTV ads generate retail and online sales. The challenge is accurately predicting what exactly DRTV will generate in terms of sales and profits across sales channels at varying media investment levels. In this session Tyson Roberts, CEO of Proceed Media Group will provide a methodology that includes statistical models and tools that are being used today to accurately predict the impact of DRTV investments on multichannel sales. In addition, Roberts will present real-world case studies to show the accuracy of the predictions produced by the methodology.

GREAT IDEA.

Emerging Trends in Direct Social Marketing

2:00 p.m. - 3:00 p.m.

Are you struggling to effectively integrate today's social networks into your direct marketing strategy? Discover the top-five proven direct marketing strategies that work with today's rapidly evolving social networks including Facebook, YouTube and Twitter. Case studies and best practices will reveal do's and don'ts, along with simple—yet often misunderstood—secrets to position your business as a leader in the direct social marketing revolution.

Online Video Marketing With Google and YouTube (Plus, a Bonus Presentation on Emerging Online Video Advertising Opportunities)

3:30 p.m. - 4:30 p.m.

You've spent big bucks creating your video assets. So get ahead of the game online by taking advantage of the powerful new online video ad formats to attract more buyers to your website. This session will show you how to drive targeted traffic to YouTube-promoted videos and discuss how to launch stand-alone and in-stream video ads on related videos across Google's display network which reaches almost 80 percent of North American Internet users monthly.

Turning a Direct Miss Into a Direct Hit

2:00 p.m. - 3:00 p.m.

While everyone wants to hit a home run their first time at bat, the reality is most direct marketing campaigns fail on their first attempt. Leaders and innovators in direct response will show you how to diagnose your problem areas and teach you time-tested—and cutting-edge—tactics to turn that a miss into a hit. Learn: when you can nurture a campaign into a success and when to cut your losses; the best ways to identify and respond to consumer objections once you are on the air; how offer testing can be leveraged to create the greatest sell through; tips for increasing response using telemarketing and analytics; and how to use social networking and reputation management to increase sales.

Changemakers in the Media Realm

3:30 p.m. - 4:30 p.m.

As we all know, the DRTV environment is ever evolving. Innovation is led by the players behind the scenes controlling the media inventory and distribution. DRTV time is truly a commodity ruled by supply and demand. The success that marketers and brands can enjoy via their shows and spots depends on the changemakers and the developing media opportunities. Learn firsthand what these leaders are doing to find success in a still-challenging economy. Topics will include the multiple-media buyer dynamic, brokering and more.

HILTON NEW ORLEANS RIVERSIDE

With Mardi Gras officially beginning just days after The Great Ideas Summit 2011, it is essential that you book your hotel rooms early before they're all snatched up. ERA has secured specially-negotiated room rates for Great Ideas Summit attendees of just \$239/night for standard rooms and \$279/night for tower concierge class rooms. Once you register for the summit, reserve your rooms in the ERA room block through ERA's housing site prior to the hotel cut-off date of **February 4**.

Visit ERAGreatIdeas.org/hoteltravel.html by February 4 to secure your rooms.



BIG ACCESS in

REGISTRATION INFORMATION

The Great Ideas Summit 2011 offers an incredible value for your money. One low price covers these events and more: Opening and Closing Receptions, FREE snack break on Monday, FREE networking breakfasts and lunches on Tuesday and Wednesday, access to all companies in the Expo Zone and Business Club, the Wednesday evening State of the Industry General Session with happy hour and **all** eight education sessions.

PLUS, register by January 28 and save \$100! If you haven't done so already, register now at ERA-GreatIdeas.org and use promotional code SAVE.



ATTENDEE PRICING

All Access Pass

Early-Bird Until Jan 28:	ERA Members: \$649 Non-Members: \$849
Jan 29-Feb 25:	ERA Members: \$749 Non-Members: \$949
On-Site:	ERA Members: \$849 Non-Members: \$1,049

All Access Pass for Additional Employee from Same Company:

Early-Bird Until Jan 28:	ERA Members: \$449
Jan 29-Feb 25:	ERA Members: \$549
On-Site:	ERA Members: \$649

EXHIBITOR/SPONSOR PRICING

Two free All Access Passes per 100 sq. ft. of exhibit space or every \$5k of sponsorship

Early-Bird Until Jan 28:	FREE
Jan 29-Feb 25:	FREE
On-Site:	N/A

All Access Pass for Additional Exhibitor/Sponsor from Same Company:

Early-Bird Until Jan 28:	ERA Members: \$399 Non-Members: \$599
Jan 29-Feb 25:	ERA Members: \$499 Non-Members: \$699
On-Site:	ERA Members: N/A Non-Members: N/A

NETWORKING AND SPECIAL EVENTS

From FREE networking lunches AND breakfasts to jam-packed (and jammin') Opening and Closing Receptions, The Great Ideas Summit provides you with ample opportunities to gain access to your future business partners. **Register now** at ERAGreatIdeas.org and use promotional code SAVE.

Restore New Orleans Volunteer Event

Sunday, February 27, 8:00 a.m. - 1:00 p.m.

Meet in Salon B, Hilton

For a second year in a row, ERA is teaming up with Beacon of Hope to volunteer in a local New Orleans neighborhood that needs assistance. Breakfast, lunch, transportation, a t-shirt and a donation to Beacon of Hope will be provided. All you need to do is show up in casual clothes and be ready to get dirty and give back to the community!

Sign up to volunteer when you register for the summit!

Sponsored by:   
Transforming Skincare®

FREE Networking Breakfasts

Tuesday, March 1 and Wednesday, March 2

9:30 a.m. - 10:30 a.m.

Business Club in Napoleon Ballroom

Start each day off right with a complimentary breakfast with your direct response colleagues.

FREE Networking Lunches

Tuesday, March 1 and Wednesday, March 2

12:30 p.m. - 1:30 p.m.

Business Club in Napoleon Ballroom

Savor the flavors of New Orleans and join us for lunch in between education sessions and meeting with the exhibitors and other attendees.

the BIG EASY

Meet & Greet Lounge

Monday, February 28, 8:00 a.m. - 6:00 p.m.

Jefferson Ballroom

Since the Expo Zone and Business Club don't open until Tuesday, we figured you'd like a place to meet with your clients in a convenient and quiet location. The Meet & Greet Lounge in the Jefferson Ballroom is your networking and business meeting place on Monday!

ERA New Member Reception (invite-only)

Monday, February 28, 5:00 p.m. - 6:00 p.m.

Melrose

Welcome new ERA members and prospects! The New Member Reception is where you'll meet ERA mentors, the ERA Board, the Membership Committee and ERA staff for a tremendous networking experience.

Sponsored by: 

Opening Reception

Monday, February 28, 6:00 p.m. - 7:30 p.m.

Mark Twain

Welcome to NOLA! The most well-attended event at the summit, this popular reception will feature heavy Creole-cuisine appetizers, music, a New Orleans-themed drink bar and high-powered networking with your direct response colleagues. Eat, drink and dance the night away!

Happy Hour

Tuesday, March 1, 6:00 p.m. - 7:00 p.m.

Versailles Ballroom

The General Session Panel at 5:00 p.m. will transition into this laid-back and refreshing happy hour. Enjoy a cocktail (or two!) while discussing the day's events.

2011 Diamond Partner Appreciation Dinner (invite-only)

Tuesday, March 1, 7:00 p.m. - 9:00 p.m.

Jefferson Ballroom

ERA and *Electronic Retailer* magazine thank its loyal customers for their dedicated support throughout the years. Join us for a fun evening of awards, recognition, delicious food and reenergizing cocktails.

Closing Reception

Wednesday, March 2, 5:00 p.m. - 6:30 p.m.

River Room

All good things must come to an end. Join your newly made friends in the River Room overlooking the Mississippi River for the Closing Reception. This is your last opportunity to seal the business deals and make the connections that can fuel your 2011 business year.

Sponsored by: 

EXHIBITORS

Great connections at Great Ideas. Meet one-on-one with leading direct response companies in the Expo Zone, Business Club and Corporate Suites at the Hilton New Orleans Riverside. *Exhibitor list as of January 6, 2011. Subject to change.*

Ability Commerce
Applied Perceptions
Brand In Entertainment
BJ Global Direct / Concept2Consumer
E. Mishan & Sons, Inc. / Emson
JML
Litle & Co.
MediaWhiz
Northern Response Int'l Ltd.
SF Video, Inc.
Tristar Products, Inc.
Venable LLP
West Direct, LLC
WideOrbit

If you or someone you know wants to gain direct access to hundreds of top-level industry executives, e-mail exhibit@retailing.org.



THANK YOU TO OUR 2011 SPONSORS AND PARTNERS

Connect with the leading companies in the direct response marketing industry. Register by January 28 to save \$100! Visit ERAGreatIdeas.org and enter promotional code **SAVE** when registering.

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Murad[®] | *m*
Transforming Skincare[®]

OrderMotion[®]

AP



SCHEDULE-AT-A-GLANCE

*Schedule as of January 6, 2011. Subject to change.

SUNDAY, FEBRUARY 27, 2011

8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM
Restore New Orleans Volunteer Event 8:00 a.m. - 1:00 p.m. (NOLA Neighborhood)													

MONDAY, FEBRUARY 28, 2011

8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM
Meet & Greet Lounge Open 8:00 a.m. - 6:00 p.m. (Jefferson Ballroom)													
ERA Committee Meetings 9:00 a.m. - 5:00 p.m. (Meeting Rooms)													
Coffee Break 9:00 a.m. - 10:00 a.m. (Expo Zone)		Registration Open 12:00 p.m. - 7:00 p.m. (3rd Flr. Registration Desk)											
					Networking Snack Break 2:30 p.m. - 3:30 p.m. (Expo Zone)			ERA New Member Reception (Invite Only) 5:00 p.m. - 6:00 p.m. (Melrose)		Opening Reception 6:00 p.m. - 7:30 p.m. (Mark Twain)			

TUESDAY, MARCH 1, 2011

8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM
Registration Open 8:00 a.m. - 5:00 p.m. (3rd Floor Registration Desk)													
FREE Networking Breakfast 9:30 a.m. - 10:30 a.m. (Napoleon Ballroom)					FREE Networking Lunch 12:30 p.m. - 1:30 p.m. (Napoleon Ballroom)							Diamond Partner Appreciation Dinner (Invite Only) 7:00 p.m. - 9:00 p.m. (Jefferson Ballroom)	
Expo Zone and Business Club Open 10:00 a.m. - 5:00 p.m. (3rd Floor)													
Education: You Bet Your Profits! 10:00 a.m. - 11:00 a.m. (Belle Chasse)		Education: The Wait is Over: National Interactive TV is Finally a Reality 11:30 a.m. - 12:30 p.m. (Belle Chasse)			Education: Emerging Trends in Direct Social Marketing 2:00 p.m. - 3:00 p.m. (Belle Chasse)		Education: Online Video Marketing With Google and YouTube 3:30 p.m. - 4:30 p.m. (Belle Chasse)		Education: General Session Panel 5:00 p.m. - 6:00 p.m. (Versailles Ballroom)		Happy Hour 6:00 p.m. - 7:00 p.m. (Versailles Ballroom)		

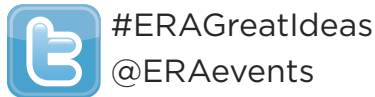
WEDNESDAY, MARCH 2, 2011

8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM
Registration Open 8:00 a.m. - 1:00 p.m. (3rd Floor Registration Desk)													
FREE Networking Breakfast 9:30 a.m. - 10:30 a.m. (Napoleon Ballroom)					FREE Networking Lunch 12:30 p.m. - 1:30 p.m. (Napoleon Ballroom)							Closing Reception 5:00 p.m. - 6:30 p.m. (River Room)	
Expo Zone and Business Club Open 10:00 a.m. - 5:00 p.m. (3rd Floor)													
Education: What Would Don Draper Do? How to Create Award-Winning DR Creative 10:00 a.m. - 11:00 a.m. (Belle Chasse)		Education: Predict the Impact of DRTV on Multi-channel Sales 11:30 a.m. - 12:30 p.m. (Belle Chasse)			Education: Turning a Direct Miss Into a Direct Hit 2:00 p.m. - 3:00 p.m. (Belle Chasse)		Education: Changemakers in the Media Realm 3:30 p.m. - 4:30 p.m. (Belle Chasse)						



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

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