

Catch a Wave

Recognize rising trends and ride them to success

directXchange by NEMOA 2013 Fall conference
September 18-19, 2013
Omni Providence Hotel – Providence, Rhode Island

Agenda as of 06/28/13

Day 1: Wednesday, September 18, 2013

7:30am-6:00pm

Registration Desk Open – Naragansett Ballroom Foyer

7:30am-6:00pm

Xchange Café Open – attendees are welcome to display collateral at shared tables provided by NEMOA

7:30am-9:00am

Breakfast Buffet Open; Breakfast Networking

8:30am-9:00am

Orientation – Open to All

Please join us for this informal question and answer session, open to all attendees. Stop by to meet new members, first time attendees, and members of NEMOA's Board of Directors before heading to the directXchange Opening Keynote Session.

9:15am-10:30am

Welcome from NEMOA President, Cindy Marshall

Keynote Opening Session –

“Ride the Wave: Stress the Importance of Customer Interaction”

Giovanni Feroce, Alex and Ani

10:30am-11:00am

Xchange Break – use your networking breaks to connect with colleagues, catch up with catalogers or suppliers and grab a refreshment! Visit the Xchange Café – a dedicated space where you can meet a colleague, browse collateral tables or catch up on emails between sessions.

11:00am-12:00pm

General Session

“Hotdogging with the Piggers: The Catalog Legacy in an Omnichannel World”

Andy James, New Pig

12:00pm-12:45pm

Lunch Buffet

Day 1: Wednesday, September 18, 2013 (continued...)

12:30pm-12:45pm

Presentation of Rising Stars and Education Xchange Awards

12:45pm-1:30pm

Keynote Lunch Session –

“Hang Ten with Your Customers Online and be the First to Hit the Wave when the Next Social Tide Rolls In”

Scott Stratten, Un-Marketing

1:30pm-1:45pm

Short Break

1:45pm-2:45pm

5 Concurrent Breakout Sessions

Choose 2 to attend. Each session runs at 1:45 and repeats at 3:15 (after a 30 minute break)

#1 Social – “Shoot the Curl of Social Media by Getting the Buy-in You Need”

Clay Cazier, PM Digital

Nancy Rastall, Sportsmanguide.com

#2 Customer Insight – “Gnarly or Nice? Ride the wave to higher profits by finding the right new customers”

Doug Kazcmarek, Wiland Direct

Glenda Lehman Ervin, Lehman’s

#3 E-Mail Strategies – “Moving away from ‘Spray and Pray’: Secrets to real-time emailing”

Loren McDonald, Silverpop

Carey Marston Kegel, SmartPak

#4 Revenue Attribution – “Dive into revenue attribution and ride the surf to profits”

Steve Quast and Susan Darling, Infogroup

Scott Drayer, Paul Fredrick

#5 SEO/SEM – “Searching for That Perfect Wave: the 5 Search Trends Catalogers Cannot Ignore”

Ryan Woolley, Response Mine

2:45pm-3:15pm

Xchange Break – use your networking breaks to connect with colleagues, catch up with catalogers or suppliers and grab a refreshment! Visit the Xchange Café – a dedicated space where you can meet a colleague, browse collateral tables or catch up on emails between sessions.

3:15pm-4:15pm

5 Concurrent Breakouts (Repeat of 1:45 sessions above)

Day 1: Wednesday, September 18, 2013 (continued...)

4:30pm-5:30pm

directXchange Roundtables Hosted by Our Sponsors

The list of Roundtable Topics will be printed in the Conference Notebook, which is distributed to attendees onsite. Beer and wine will be served.

5:30-6:00

Free Time

6:15

Travel to Providence Public Library

6:30-9:30

Dinner & Networking Event - It's a Splish Splash NEMOA Bash!

Grab your Hawaiian shirt (we know you have one) or fun-in-the-sundress – we're throwing a beach party extravaganza in the Ocean State you won't want to miss! Join with colleagues in gathering at Providence's recently refurbished historical Public Library, a striking spot just a short stroll from the Omni Hotel. Hold on to the waning days of summer and make waves with NEMOA friends and soon-to-be friends!

Day 2: Thursday, September 19, 2013

7:30am-2:30pm

Registration Desk Open

7:30am-2:30pm

Xchange Café Open – attendees are welcome to display collateral at shared tables provided by NEMOA

7:30am-9:00am

Breakfast Buffet Open; Breakfast Networking

7:45am-8:45am

CEO Breakfast – by Invitation Only

9:00am-10:00am

“Hang 10 or Complete Wipeout?”

Catalog and Website Critique Sessions

Choose 1 of 6 sessions to attend

#1 Amy Africa, Eight by Eight – (website)

#2 Larry Kavanaugh, Kalio (website)

#3 John Deenen, SiteForm (website - will focus on small businesses)

#4 Sara Fletcher, Catalog Design Studios (catalog)

#5 Bill LaPierre, Datamann (catalog)

#6 Kim Cesati, Swanson Advertising (catalog - will focus on B2B)

10:00am-10:15am

Short Break

10:15am-11:15am

Grand Opening Keynote Session –

“Steering the Right Course: A 5-Year Action Plan for the USPS”

Postmaster General, Patrick Donahoe

11:15am-11:45am

Xchange Break & Hotel Checkout – use your networking breaks to connect with colleagues, catch up with catalogers or suppliers and grab a refreshment! Visit the Xchange Café – a dedicated space where you can meet a colleague, browse collateral tables or catch up on emails between sessions.

Day 2: Thursday, September 19, 2013 (continued...)

11:45am-12:45pm

Xpress Talks

This series of rapid-fire “talks” will cover topics on strategy, promotions, emotional branding and how to recognize and manage a trend. Xpress Talks promises to be provocative, entertaining, even controversial but most importantly, will prompt great dialogue for the rest of your conference. Last Spring, everyone agreed this was an event not to be missed!

Donn Rappaport, ALC
Giovanni Feroce, Alex and Ani
Chris Paradysz, PM Digital
Jill Gravel, L.L.Bean
Eileen White, Staples

12:45pm

Lunch Buffet Opens

1:15pm-2:15pm

Closing Luncheon Presentation – “Leapfrog the Chop to Catch the Next Crest: C-Commerce”

Ryan Shadrin, Timberland

About directXchange Conferences...

NEMOA offers direct marketing merchants of all sizes, and the vendors that service them, an affordable network to SHARE knowledge, LEARN about industry trends and CONNECT with peers and experts in a non-selling environment.

There are no exhibits at directXchange Conferences. However, attending companies are welcome to display collateral materials at shared tables provided in the Xchange Cafe. These tables are not manned and attendees can browse at their leisure.

Please try to limit private meetings to free times, rather than competing with conference sessions or events.

Thank you.

We look forward to seeing you at the conference!
Please contact the NEMOA office if you have any questions concerning the conference.

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