

Response Expo '09 Announces Speakers And Seminars

Renowned Brain Scientist Dr. Jill Bolte Taylor Tapped As Keynote Speaker

Creating Opportunities For DR Marketers Within A Challenging Economy Emerges As The Key Theme For Industry's 'Down To Business' Conference And Exposition

For Immediate Release:

San Diego (May 12, 2009) – **Response Expo** has unveiled its initial roster of speakers and sessions for its eagerly anticipated annual conference and exposition, set to take place May 19-21 at the Hilton San Diego Bayfront. Tapped as keynote speaker for this year's **Expo** is renowned brain scientist and one of Time magazine's 100 Most Influential People of 2008, Dr. Jill Bolte Taylor. In 1996, the Harvard-trained and published neuroanatomist experienced a severe hemorrhage in the left hemisphere of her brain. The stroke left her without the ability to walk, talk, read, write or recall any of her life. It took eight years for Dr. Bolte Taylor to completely recover all of her functions and thinking ability.

She went on to author the New York Times bestselling memoir *My Stroke of Insight: A Brain Scientist's Personal Journey* (published in 2008 by Viking Penguin). In addition, Dr. Bolte Taylor was a featured guest on "The Oprah Winfrey Show" and serves as the National Spokesperson for the Harvard Brain Tissue Resource Center (Harvard Brain Bank <http://www.brainbank.mclean.org/Donate.html>).

Dr. Bolte Taylor will address **Response Expo** attendees on Tuesday, May 19 at 5:30 p.m.

Also highlighting the speaker roster for **Response Expo 2009** is Shelly Palmer, an industry-recognized consultant, media personality and regular contributor to the Jack Myers Report, The Huffington Post and CNN, who will be giving a special breakfast address on Thursday, May 21. Shelly returns to **Response Expo** to follow up his popular session one year ago with a new take based on his forthcoming book, "Get Digital: Reinventing Yourself and Your Career for the 21st Century Economy" (2009, Lake House Press).

Another session highlight will take place May 20, when **Response Expo** presents a special "Network Executive Roundtable" focusing on DR's growing importance in the TV advertising world. Speakers include Stephen Appel, president of sales and marketing at ION Media Networks and the executive overseeing revenue for all of ION's sales divisions, and Jeff Lucas, executive vice president of Viacom's MTVN Entertainment Sales Group, representing all sales and marketing for Comedy Central, Spike, TV Land and CMT.

Additional **Response Expo** featured speakers include Sean **Cheyney**, vice president of marketing and business development for AccuQuote in Wheeling, Ill., responsible for spearheading the overall growth and direction of the company's marketing initiatives, channel development, strategic partnerships,

emerging media platforms, brand image and customer acquisition through both online and offline advertising; **Rachel Weiss**, senior director, interactive marketing, at L'Oreal USA, where she leads the team responsible for interactive marketing strategy and Web development for professional haircare division brands Redken and PureOlogy; **Ben Smith**, director, trade marketing, for Kodak, who leads regional strategy and execution for the company's inkjet infomercials; **Alan Hills**, director of direct response for ProvoCraft, who has also worked on DR campaigns for Franklin Covey and *Inc. Magazine*; **Ken Murray**, chief marketing officer for JG Wentworth, who also spent a dozen years at credit card giant MBNA; **Ken Bott**, director of global consumer marketing and CRM for 4,000-property strong InterContinental Hotels Group; and **Patricia Romero**, national manager, advertising, for Hyundai Motor America, who also enjoyed successful stints at Toshiba, Honda and Chrysler.

With more speakers still to be added, this group is just the beginning of what should be the premiere set of panel discussions and case studies at any show in the marketing business. Generating business opportunities against a difficult economic climate ... secrets to securing the most attractive time periods at the best prices ... Maximizing measurability and results in the complex platforms of new media ... Capturing corporate investment in DR for vendor companies – these are a few examples of the 'Down To Business' seminars to be featured during the 2009 **Response Expo**.

Currently scheduled educational sessions include:

Wednesday, May 20, 2008

Session 1 — 9:30-10:30 a.m.

Network Executive Roundtable. In this special session, leading executives from major cable, satellite and broadcast TV outlets talk about the growing importance of direct response advertising to the networks' bottom lines. For some major networks, direct response media time made up half of total ad income in the troubled fourth quarter of 2008. With the economy still struggling and advertisers looking for the best ROI possible, how crucial is direct response marketing to the future of television?

Session 2 — 10:30-11:30 a.m.

Managing a Campaign Through a Recession. With the economic ups and downs of the past 18 months, making sure you're fully locked into every part of your campaign — from front end to back — is more crucial than ever. What can you do to ensure a successful campaign in such rocky times for consumers?

Session 3 — 11:30 a.m.-12:30 p.m.

Measuring Performance in a New Media World. When your long-form or short-form DRTV campaign is part of an integrated marketing plan, and TV MER is no longer the most applicable measurement, what can you do to ensure that you are measuring your success or failure properly? What are the best tools available to make certain you are measuring and tweaking your campaign in every medium?

Session 4 — 12:30-1:30 p.m.

Marketer vs. Agency vs. Network — Creating a Win-Win-Win: With media time so valuable — and with media outlets that know it — how can your product get the best timeslot for the best price? This session will feature a product marketer, media agency leader and cable network leader in a roundtable forum on creating a win-win-win for everyone involved.

Session 5 — 1:30-2:30 p.m.

From Personality to Process: Earning Our Business. DRTV has long been a personality-driven business. But what happens when corporate marketers begin to seek out your services — and care less about your personality than your company's processes? Find out how to get your share of the corporate DR pie, when representatives from leading marketers share the secrets of their vendors' success. What makes up the best elevator pitch? How can you create the kind of RFP top companies are looking for from a vendor? And more!

Session 6 — 2:30-3:30 p.m.

Sustained Engagement. In a new spin on Response Expo's most popular session the past two years — Branding or Blending? — corporate marketers will share case studies on how they used DR as a tool for direct sales, brand building and brand sustainment. Keeping consumers engaged with your brand beyond the first purchase is every marketer's dream. Find out how you can accomplish this utilizing direct response.

Thursday, May 21, 2008

Special Breakfast Speaker — 10-11 a.m.

"Get Digital" With Shelly Palmer. A consultant and the host of "MediaBytes," a daily Web show featuring news you can use about technology, media and entertainment, as well as managing director of Advanced Media Ventures Group LLC, Shelly Palmer returns to Response Expo to follow up his popular session one year ago with a new take based on his forthcoming book, "Get Digital: Reinventing Yourself and Your Career for the 21st Century Economy" (2009, Lake House Press).is the president of the National Academy of Television Arts & Sciences' New York chapter. His professional vitae includes years of experience in television production and musical composition. Palmer, who spoke at Response Expo 2008, is a weekly columnist for the Jack Myers Report, The Huffington Post and a technology commentator for CNN.com. He is the author of "Television Disrupted: The Transition from Network to Networked TV 2nd Edition" (York House Press, 2008), the seminal book about the technological, economic and sociological forces that are changing everything, and the upcoming.

Case Study 1 — 11 a.m.-Noon

JG Wentworth

Speaker: Ken Murray, JG Wentworth

Case Study 2 — Noon-1 p.m.

Kodak

Speaker: Ben Smith, Kodak

Case Study 3 — 1-2 p.m.

Cash4Gold Super Bowl Success

Speaker: Jeff Aronson, Cash4Gold

RESPONSE EXPO is an event presentation of Response Magazine – the No. 1 trade publication serving the direct response industry – its parent, leading business-to-business integrated media provider **Questex Media Group** (www.questex.com [<http://www.questex.com/>](http://www.questex.com/)), and the Direct Response Marketing Alliance (DRMA), a federation of industry-leading direct response marketers.

"We are extremely pleased to unveil our initial roster of speakers and educational seminars for **Response Expo 2009**," said Thomas Haire, Editor-In-Chief of Response Magazine and Content Director for Response Expo. "Our objective is ensure that attendees' time investment in this year's seminars will pay direct dividends to the growth of their businesses. We believe our line-up of speakers and sessions will greatly impact the bottom line of our attendees' businesses by providing real world, growth-based information."

All-access badges must be purchased to attend both the seminar sessions and networking events. Prior to April 21, badge rates are \$395 for DRMA members and \$695 for non-DRMA members. After April 21, rates are \$495 for DRMA members and \$795 for non-DRMA members. Expo hall only badges are free through April 21, and \$50 after April 21. DRMA membership is \$595 per company per year. Please visit www.ResponseExpo.com [<http://www.responseexpo.com/>](http://www.responseexpo.com/) for more information.

Response Magazine is the definitive publication in direct response marketing, *Response*, its Web site (www.responsemagazine.com [<http://www.responsemagazine.com>](http://www.responsemagazine.com)), digital edition (*Response Digital*) and weekly E-newsletter (*Response This Week*) provide targeted, cutting-edge content for professionals involved in all facets of direct response marketing, including DRTV, radio, interactive TV, the Internet and all areas of DR print. *Response*, the only independent source of news and information in the market, is the industry leader in promoting the convergence of direct marketing methods. At the same time, *Response* delivers timely news and in-depth analysis specific to the needs of its readership

The Direct Response Marketing Alliance (www.TheDRMA.com [<http://www.thedrma.com/>](http://www.thedrma.com/)) is designed to create networking opportunities among corporate marketers, direct response agencies, traditional advertising executives and the television world. DRMA members receive special exclusive promotional opportunities at Alliance events and in Alliance publications, as well as have the opportunity to discuss new ideas and best practices with their peers across the marketing spectrum. DRMA members are comprised of businesses ranging from *Fortune* 1000 companies to direct response marketing service suppliers.

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