

PAST EVENTS

UPCOMING EVENTS

[Annual Conference & Exposition](#)
5/17/2012

JOB BANK

Ask New England's direct marketing "movers and shakers" how they got their start in the business and you'll often hear, "NEDMA."

[SEARCH NOW](#)

DM Days New England 2012

Data, Design, Delivery, Due Diligence – The 4 D's of Direct Mail

The days of direct mail are far from over. In fact, if you believe the trending reports, you will see that mail is making some significant strides in terms of volumes and acceptability in the market today.

This program will help you use mail to the best of its advantage.

11:15 AM - 12:15 PM DUE DILIGENCE

**"Providing an Exceptional Customer Experience Through the Mail."
Mark Cloutier, Managing Partner & SVP of Strategy & Solutions
DMM, Inc.**

Due Diligence, or, what happens after you deliver the mail piece. How does the application you mailed impact your customer's experience? How did your application meet or not meet their needs? Was your telemarketing center up to the task of customer service? Are you ready to fulfill your promise from the mail? Were you able to create efficiencies for your customer? What is the way you measure your mailings success (ROI)?

This program will outline case studies that show "Out-of-the-Box" thinking on ways to create efficiencies through DM programs to create a better customer experience. Outlining the customer's challenge, the marketing solution, how it created efficiencies, savings and a better customer experience.

About our speaker:

Mark Cloutier is a Managing Partner and SVP of Strategy & Solutions for DMM, Inc., a Marketing Solutions Provider in Scarborough, ME that delivers programs from data & digital print-on-demand to packaging and delivery. Mark has been with DMM, Inc. since 2006 when he launched DMM's "Marketing Solutions" Division which is responsible for integrating DM Strategy & Solutions to create a better customer experience and enhanced ROI for DMM clients. Mark has over 15 years experience is marketing & sales and has developed strategic solutions for clients like: UNUM, Fidelity, Prudential, and Emblem Health. Mark has an MBA from the University of Miami is a member of the Digital Exchange & the Transpromo Professional Network.

12:15 - 1:00 PM LUNCH**Event Details**

When: 2/28/2012 9:30 AM to 2:45 PM

Where: [Microsoft Seminar Facility](#)

Schedule:

9:15 - 10:00 AM

Registration, Coffee, Networking

10:00 - 11:00 AM

"Mastering your Data for Direct Mail, and Beyond"

10:00 - 11:00 AM

Direct Mail Creative Boot Camp, part 1

11:15 AM - 12:15 PM

"Providing an Exceptional Customer Experience Through the Mail."

11:15 AM - 12:15 PM

Direct Mail Creative Boot Camp, part 2

12:15 - 1:00 PM

Lunch

1:00 - 2:00 PM

Delivery - Effective Direct Mail Preparation

2:15 - 2:45 PM

WRAP-UP - "30 Ideas in 30 Minutes"

Early Bird Price Information

Member price: \$75

Non-Member price: \$95

Regular Price Information

After 2/27/2012 at 5pm and at the door

Member price: \$85

Non-Member price: \$105

Type: Special Events