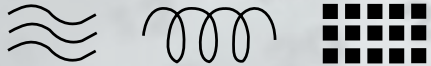


FLORIDA DIRECT
MARKETING ASSOCIATION

2 0 0 9
Event
Calendar



FOR ALL THE LATEST DETAILS
& REGISTRATION, VISIT WWW.FDMA.ORG

FEBRUARY

Thursday, February 19
11:30 a.m. – 1:30 p.m.
Westin, Ft. Lauderdale

**Beyond Customer
Satisfaction:** 7 Ways to Build
Lifelong Relationships that
thrive with JoAnna Brandi

MARCH

Thursday, March 19
9:00 a.m. – 1:30 p.m.
Westin, Ft. Lauderdale

**Non-Profit Marketing
Mini Summit**

Partnered with Florida Association
of Non-Profit Organizations.

APRIL

Thursday, April 16
11:30 a.m. – 1:30 p.m.
Westin, Ft. Lauderdale

Catalog Marketing
A complex business
model made easy. Our
panel answers your questions!

MAY

Thursday, May 21
9:00 a.m. – 1:30 p.m.
Westin, Ft. Lauderdale

Annual Summit
Breakthrough,
Breakout, Break
with Tradition.

JUNE

Thursday, June 18
11:30 a.m. – 1:30 p.m.
Westin, Ft. Lauderdale

The Second Half
Meet or beat your
estimates and look
like a superstar.

JULY

Thursday, July 16
11:30 a.m. – 1:30 p.m.
Westin, Ft. Lauderdale

Printing
From the basics to variable
data printing, advanced personalization
and Internet integration.

AUGUST

Thursday, August 13
6:00 p.m.
Westin, Ft. Lauderdale

**Combined
Marketing Event**
with AMA/SFIMA.

<http://www>

SEPTEMBER

Thursday, September 17
11:30 a.m. – 1:30 p.m.
Westin, Ft. Lauderdale

Travel & Hospitality
Case studies for a
customer-centric future!

OCTOBER

Thursday, October 22
11:30 a.m. – 1:30 p.m.
Westin, Ft. Lauderdale

Building your plan for 2010:
How to develop great direct
marketing plans.

NOVEMBER

Thursday, November 19
11:30 a.m. – 1:30 p.m.
Westin, Ft. Lauderdale

Lists & Data

Lists & Data secrets from top
brokers. How to read a datacard
like a pro.

DECEMBER

Date and Time TBD

**Annual Holiday
Networking Social**