

DMA Chooses Inbox/Outbox 2009 To Ask Whether Marketers Are Sending Too Many Emails

*Learn how to improve effectiveness of traditional e-marketing channels and use
social networking and collaborative communications*

Date: 16th and 17th June 2009; Venue: New Connaught Rooms, London

Inbox/Outbox, the UK's leading forum for corporate messaging, e-marketing and collaborative communications, today announces programme details for its 2009 conference. Visitors to the two-day event will learn how to enhance the quality of their traditional inbound and outbound e-marketing communications, as well as harness the potential of new channels including social networking and blogging. The event will culminate with a debate chaired by the DMA Email Marketing Council, discussing whether marketers are over-saturating consumers with email, exploring the consequences and providing advice on best practise.

Inbox/Outbox 2009 takes place on the 16th and 17th June at the New Connaught Rooms in Covent Garden, London. Entrance is free of charge and delegates will be able to tailor their own educational programme based upon more than 25 sessions taking place on each day. Key areas of focus for Inbox/Outbox 2009 will include:

- **The changing face of messaging:** A high-level overview of the global trends that are shaping business communications and organisational behaviour.
- **E-marketing and database management:** Showcasing best practice in email marketing campaigns and database management.
- **Data protection issues:** The latest news and updates on privacy and data protection legislation, directly from government policy-makers.
- **Next generation e-marketing:** The latest e-marketing innovations and the technologies that will shape customer interaction in the future.
- **Enterprise 2.0 and collaborative applications:** An in-depth look at how corporate processes will be transformed by the migration of social networking, wikis, widgets and blogging into collaborative business tools.

Confirmed keynotes include representatives from The Information Commissioner's Office (ICO), Mardev, DLA Piper and the Direct Marketing Association (DMA), who have chosen Inbox/Outbox 2009 for a panel debate to be hosted by the DMA Email Marketing Council. The session will consider whether consumers are currently receiving too much email from marketers (evaluating both business-to-business and business-to-consumer), as well as the consequences of increased high volume campaigns.

Dela Quist of the DMA Email Marketing Council and CEO of Alchemy Worx, comments on the debate: "As the recession bites, marketers are responding by increasing email volumes but at what cost to businesses? Our panel of experts will examine the consequences of more email. They will provide insight and advice on achieving standout, improving delivery and attaining customer satisfaction."

Delegates participating in the debate will leave with advice regarding how to determine the appropriate frequency for outbound email campaigns, insights regarding how to make a campaign stand out from the crowd, as well as best practice guidance on reducing complaints and improving delivery to the inbox.

Entrance to Inbox/Outbox 2009 is free of charge and members of the press will receive access to a manned pressroom on both days. To confirm your interest in attending please reply to this email, send an email to ibobpr@mccint.com or tel: +44 (0) 1962 888100. Further information regarding the conference, including a full programme, can be found at: www.inboxoutbox.co.uk.

Inbox/Outbox 2009 is owned and organised by Revolution Events Ltd and is sponsored by Acxiom, CommuniGator, CreatorMail, Gatormail, Dotmailer, Mardev, Neolane, Newsweaver and 8Seconds.

About Inbox/Outbox:

Inbox/Outbox, now in its fifth year, is the UK's leading forum for corporate messaging, e-marketing and collaborative communications, presenting independent advice from industry experts in this important area.

Inbox/Outbox is the only event to directly address the key developments that are shaping the future of corporate email and messaging systems, demystifying the important issues and showcasing new innovations in business.

To find out more about Inbox/Outbox 2009 please visit: www.inbox-outbox.com

About Revolution Events:

Revolution Events is one of the UK's leading providers of innovative business forums, with an enviable track record in delivering high quality educational events for domestic and international markets. Since 1999, having organised more than 200 business events within a diverse range of markets, with particular strengths in emerging technologies, procurement & supply chain issues and new developments in the public sector.

Over the years, Revolution Events has worked with major partners such as the Chartered Institute of Purchasing & Supply (CIPS), The European Association for e-Identity and Security (eema), the Improvement & Development Agency (IDeA), PricewaterhouseCoopers, Lloyds TSB, the Office of Deputy Prime Minister (now CLG), the European Networking & Information Security Agency (ENISA), the National e-Procurement Project (NePP), Microsoft and Sage Software.

To find out more about Revolution Events please visit: www.revolution-events.com

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