

**Register Today for the May 8-9 IMC Academic Roundtable:
“Making IMC More Accountable”**

Sponsored by



**Hosted by the Chicago Association of Direct Marketing Educational Foundation
at DePaul University**

March 14, 2008

To our teaching partners in Direct Marketing Education,

Please join us on May 8th and 9th for two days of community, research in development, and actionable ideas to bring back to your classroom. SPSS is sponsoring CADMEF's Annual IMC Academic Roundtable (formerly The Academic Update) - a “must attend” learning opportunity for any educator involved in Business Administration, Marketing, Communications or Advertising. This conference provides first-hand information, policy, points of views and success stories from industry experts who are making headlines in IMC.

This year's program presents more exciting opportunities for you to network and spend time with other academics and top practitioners. Idea Roundtables featuring research in progress by your fellow academics will take place on the afternoon of Thursday, May 8th followed by cocktails, dinner and a keynote speech, by **Mark Ailsworth of Pandora** that evening. Friday, May 9th will be devoted to practitioner presentations and panels and a roundtable luncheon. Mark your calendar for both days and plan to join us in Chicago in May!

Our distinguished line-up of speakers and panels includes:

- **SPSS**
Bob Slaker, SPSS
Richard Hren, SPSS
- **Accountability Across Digital Channels: A Panel**
Tim Hawthorne, Hawthorne Direct
Bill Furlong, Search Channel
- **Customer Intelligence in Database**
Joe DeCosmo, Allant Group
- **Taking IMC Global**
Ron Jacobs, Jacobs & Clevenger
- **Special Keynote Speaker – Thursday, May 8th**
Mark Ailsworth - Pandora

We will be meeting both days at DePaul University's downtown Chicago campus at One East Jackson Blvd. The Thursday roundtable sessions begin at 2:00 p.m. and will end at 5:00 and Friday's sessions will begin at 9:00 am and end at 4:00 pm. Dinner Thursday will be at the Union League Club, which is less than two blocks from DePaul, at 65 West Jackson Blvd. There will be no charge for the seminar or Thursday night dinner; however travel expenses will be up to you.

The IMC Academic Roundtable furthers CADMEF's commitment to build a community of active IMC Educators and to advance direct and interactive marketing education in the Midwest by partnering with schools, practitioners and companies. Registration is easy. Simply fax the enclosed registration form to Susan Jones at 231/591-3521 or send an e-mail to Juliet Hart, CADMEF Executive Director at juliethart@sbcglobal.net to confirm your registration. We will follow-up with more detailed information including travel directions. We look forward to personally meeting and talking with you on May 8th and 9th.

Juliet Hart
Executive Director, CADMEF

Susan K. Jones
Committee Co-Chair

J. Steven Kelly
Committee Co-Chair

PS. This is a free seminar and seating is limited so make your reservation today to assure yourself a seat.

