MEDIA ALERT

Pluris Marketing to Lead Multichannel Marketing Workshop Series at DMA Conference

Post-Conference Intensive will prepare marketers to tackle the challenges of database marketing in a multichannel environment

San Diego and Framingham, Mass. — October XX, 2009 — Pluris Marketing, a leading provider of multi-channel marketing solutions that optimize the value of each consumer engagement, will facilitate a three-part workshop on database marketing titled, "A Complete Guide to the New Multichannel Marketing Database," following the 2009 DMA Conference in San Diego, Calif.

Bob Fetter, senior vice president for Pluris Marketing, will be joined by Robert Schwartz, senior partner and executive director of Digital Dialogue at Ogilvy, to lead the intensive.

Attendees will learn the underlying dynamics of data in the marketing database; how to manage a sophisticated offer set; and best practices in developing an optimal approach to marketing spend-through data.

WHAT: A Complete Guide to the New Multichannel Marketing Database

EXPERTS: Bob Fetter, Senior Vice President, Pluris Marketing
Robert Schwartz, Senior Partner and Executive Director of Digital Dialogue, Ogilvy

WHERE: Hilton San Diego Bayfront, Indigo "E"
San Diego, Calif.

WHEN: **Part I:** Requirements for the New Multichannel Marketing Database
Wednesday, October 21, 2009
1:45 p.m. – 4:00 p.m. PT

Part II: Optimizing E-mail and Other Contact Methods with the Multichannel Marketing Database
Thursday, October 22, 2009
9:30 a.m. – 11:30 a.m. PT

Part III: Integrating Social Media Marketing and Putting It All to Work
Thursday, October 22, 2009
12:45 p.m. – 2:00 p.m. PT

REGISTER: http://www.dma09.org/registration/pricing.php

Post-Conference Intensives allow attendees time to focus more deeply on specific marketing topics and strategies. The workshops are relevant for new and seasoned direct marketers alike. Attendees may participate in one workshop or choose modules from several intensives.

Bob Fetter will also lead a session during the conference titled, "Optimizing Marketing Spend in a Tough Economy," which will explore how advanced mathematical techniques can be leveraged to optimize every consumer interaction with a brand, regardless of location. For more information, visit http://tinyurl.com/PlurisDMA

About Pluris Marketing
Pluris enables marketers to optimize the value of each consumer touch resulting in higher conversion on sales, marketing, and service interactions. Utilizing next-generation data and analytical platforms, Pluris helps marketers to better understand consumers, generate key insights from their behavior, and engage them in the most effective way across traditional and interactive messaging channels. From its offices in Boston, MA and Denver, CO, Pluris manages millions of consumer interactions per month on behalf of its

clients in media, communications, retail and financial services. For additional information, please visit www.plurismarketing.com.

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