

The Congress of DM LEGENDS

*Summer Camp for Data Driven Marketers / July 12, 2018
Toronto Hilton Markham, Markham, ON*



If it doesn't sell,
it isn't creative.

Ogilvy

David Ogilvy also said “We sell. Or Else”

In 1989, we interviewed David from his chateau in France. It was one of the last interviews he gave to the business media. Later, we gave our readers exclusive ideas (in print and in person) from legends like Martin Sorrell, Stan Rapp, Don Peppers, Ted Kikoler, Craig Underwood, Joe Cappo, Jim Rosenfield, Don Libey, Arthur Hughes, and David Shepard (to name but a few).

Since then, we've interviewed or given speaking opportunities to more legends from the world of direct, data-driven and relationship marketing than any other organization. Many of the innovators and award-winning minds are Canadian. Just like yourself.

We think it's time for a reunion. So we're bringing together the best and brightest in the response-based advertising world with brand new, forward-looking, today-thinking insights on how today's marketing strategies can, and do, take advantage of the best-of-the-best tactics created by our brightest stars. It's going to be a kind of Summer Camp for today's marketers—lessons for today from the legends. And we're inviting you to speak as one of the legendary camp counsellors for this conference.

The **2018 Congress of DM Legends** will also feature “future legends”—a group of young marketers who understand the power of “old tricks” to get customers to buy. We want to show the delegates why cross-channel marketers are taking key principles from direct marketing: building a single view of the customer, developing contact strategies from that holistic view, and measuring customer value longitudinally, across all channels. Let's face it. No matter how technology-driven it becomes, marketing is still both art and science. Even the most sophisticated intelligence-based marketing in any channel relies on variations of the old-school direct marketing practices—sometimes without knowing it.

Digital marketers are using data appends like demographics and store locations to refine their messaging and targeting. Come to a gathering of the inventors of the fundamentals of the marketing you're doing now. Get the word from the sources of A/B testing, long forms, content-based, call-to-action, RFM (recency, frequency, monetary), variable text, and so much more. The interest among today's young marketers in these concepts has never been higher. Let's tell them how it all really works. Let them in on the secrets we invented, refined and proved over the past 30 years.

More than 20 sessions from a combination of award-winning, groundbreaking marketing visionaries drawn from the annuals of Canadian DM invention, along with sessions from the new leaders, the disruptors and the re-inventors who are using AI, BI, VR, heuristics, neuroscience, algorithms and micro-content to push the digital envelope in ways that we didn't know possible. *PLUS:* The conference will feature a Future Legend from the Direct Marketing Association of Canada, which will unveil their 2018 Under-30 Direct Marketer of the Year Award winner.

Please be part of The Congress of DM Legends. Come to Summer Camp and teach a class.

For now, simply reply to steve@dmn.ca and say “yes, I accept your invitation to speak”.

We'll provide more updates and complete details next week.

(You can also be a sponsor—ask for sponsorship details in your reply).