



MarketingSherpa Seeks Case Study Speakers for Email Marketing Summit & Expo to be Held in Miami FL March 15-17 2009

Warren, RI, June 06, 2008 --(PR.com)-- MarketingSherpa has issued a call for speaking proposals for its annual Email Marketing Summit & Expo to be held March 15-17th in Miami Florida. More than 800 email marketers are expected to attend. Advanced email marketers should submit speaking proposals at:<http://s-42z61-48448.sgizmo.com>

MarketingSherpa Inc, a research firm publishing Case Studies and Benchmark data for marketing professionals in corporate America, announced a call for speakers for its annual Email Marketing Summit & Expo today. Advanced email marketers who have a Case Study or lessons learned to share with their peers are invited to submit proposals, but hurry submission deadline is June 20th:
<http://s-42z61-48448.sgizmo.com>

More than 800 marketers will gather next March in Miami, FL, for the largest email conference in the world. They're looking for email marketers who can share their own experiences, campaign war stories and lessons learned. Past speakers include marketers from Dell, Nokia, CareerBuilder.com, Boston Celtics and Adobe and they spoke on topics such as:

How to affect positive change in your newsletter results through small changes in content and strategy

Best practices for undertaking an advanced solutions-based campaign

Email and landing page testing and optimization including testing format and content to boost response.

How to manage vendor selection process with a proven procedure for changing vendors, and managing and integrating multiple vendors.

Establishing and managing dynamic content programs that will strengthen ties with customers and reduce frequency of ineffective email messages.

Here is what we are looking for:

#1. Client-side email marketers (i.e., not email vendors or agencies) to present Case Studies on their own recent real-life tests and tactics.

#2. Panels of multiple email marketers (may be moderated by a vendor/agency) that are focused on *proven* advanced tactics -- see list of suggested panels below (or make up your own).

Please fill in this form to be considered. (Deadline: June 20th):

<http://s-42z61-48448.sgizmo.com>

About MarketingSherpa



MarketingSherpa (<http://www.marketingsherpa.com>) is a research firm publishing practical case studies and benchmark guides for its 237,000 weekly readers in the marketing profession. Topics covered include practical how-to and exclusive data and proven tactics in business-to-business marketing, ecommerce marketing, email marketing, search marketing, telemarketing, media relations, landing page design, marketing measurement and online subscription marketing. The firm also operates six annual summits attended by thousands of marketers. MarketingSherpa, along with MarketingExperiments and InTouch, is part of the MECLABS Group.

###



Contact Information:

MECLABS

Amanda Mehlhoff

773-412-0158

amanda.mehlhoff@marketingexperiments.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/88945>