

- January, insertion order deadline Nov 15..... Trends**  
• Global, political, environmental, green marketing, demographic, technological, webinars, blogging, web video, mobile marketing, SMS, QR codes, SEO, cloud marketing
- February, insertion order deadline Dec 15 .....Social Media and Mobile Marketing**  
• Social networking, blogging, Twitter, Facebook, LinkedIn, web video, mobile and Twitter Apps, evolving social media apps, social media aggregators
- March, insertion order deadline Jan 15..... Mailing/Fulfillment/Response**  
• Postal regs, Intelligent Mail developments, direct mail formats, envelopes, telemarketing, CRM, surveys, automated fulfillment, delivery channels, response devices, automated triggers
- April, insertion order deadline Feb 15..... Data Management**  
• Trends in list selection, SMS marketing and permissions, developing and managing a customer/member database, case studies in predictive modeling, email lists, mapping, segmentation
- May, insertion order deadline Mar 15..... Creative/Design/Copywriting**  
• The creative brief, copywriting, working with IT, DM packaging, testing strategies, agency/client relations, “best practice” examples
- June, insertion order deadline Apr 15.....Integrated Marketing**  
• Postal regs, Intelligent Mail, direct mail formats, envelopes, telemarketing, CRM, USPS involvement in direct marketing, evolving role of direct mail
- July, insertion order deadline May 15 .....HOT Topics**  
• TBD but drawing from 2011 Bridge Conference content
- August, insertion order deadline June 15..... Technology**  
• DRTV, Mobile marketing, VDP and imaging, email marketing, automated delivery, PURLs, SMS, SEO, digital print, snappables, RFID
- September, insertion order deadline Jul 15..... Project Management/Budgeting**  
• General management, with emphasis on program development, team management, bidding, client relations, internal departmental challenges, employee management
- October, insertion order deadline Aug 15..... Association and Nonprofit Marketing**  
• Membership recruitment and retention, project management, technology for associations, “information websites,” social media integration
- November, insertion order deadline Sept 15..... Digital Marketing**  
• Webinars, web video, newsletter marketing, digital magazines, SMS, emerging technologies and trends
- December, insertion order deadline October 15...The Year Ahead [forecasting issue]**