

**January, insertion order deadline November 2011 1 ..... Trends**  
• global, political, environmental, green marketing, demographic, technological, webinars, blogging, web video, mobile marketing, SMS, QR codes, SEO, cloud marketing, NFC

**February, insertion order deadline December 2011 1. Integrated/Multi-Channel Marketing**  
• Postal regs, Intelligent Mail, direct mail formats, envelopes, telemarketing, CRM, USPS involvement in direct marketing, evolving role of direct mail

**March, insertion order deadline January 1 ..... 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 February 1 ..... Lists and Databases**  
• 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 March 1 ..... Creative/Copywriting/Design/Content**  
• the creative brief, copywriting, working with IT, DM packaging, testing strategies, agency/client relations, “best practice” examples, content marketing

**June, insertion order deadline April 1 ..... Social Media and Mobile Marketing**  
• social networking, blogging, Twitter, Facebook, LinkedIn, web video, mobile and Twitter Apps, evolving social media apps, social media aggregators

**July, insertion order deadline May 1 ..... HOT Topics**  
• TBD but drawing from 2012 Bridge Conference insertion order

**August, insertion order deadline June 1 ..... Technology**  
• DRTV, Mobile marketing, VDP and imaging, email marketing, automated delivery, PURLs, SMS, SEO, digital print, snappables, RFID

**September, insertion order deadline July 1 ..... DM 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 1 ..... Association Marketing**  
• membership recruitment and retention, project management, technology for associations, “information websites,” social media integration

**November, insertion order deadline September 1 ..... Not-Just-for-Paper Marketing**  
• webinars, web video, newsletter marketing, digital magazines, SMS, emerging technologies and trends

**December, insertion order deadline October 1 ..... Look Back/Look Ahead**