



Direct Marketing

DAYS IN UKRAINE

organizer



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Українська асоціація
директ маркетингу
Ukrainian direct marketing
association

TENTH INTERNATIONAL BUSINESS FORUM DIRECT MARKETING DAYS IN UKRAINE 2010

DM Days in Ukraine 2009 opening



3 – 4 JUNE 2010, KIEV, UKRAINE

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<i>Database marketing today in the EU</i>	Alastair Tempest , Director General FEDMA (Federation of European Direct and Interactive Marketing), Belgium
<i>Protection of database copyright – a new weapon in the competitive struggle?</i>	Dmirty Yovdiy , Managing Partner of Legal Assistants Group, Ukraine
<i>Terra incognita or it's time to face the enemy customer</i>	Yekaterina Marusovskaya , Head of Direct Marketing Department at Ukrsibbank, Ukraine
<i>Strategy as an aircraft carrier. DM as a jet fighter</i>	Denis Razzhigaev , President of the Board, marketing agency Razzhigaev & Company, Latvia
<i>"E-mail marketing" keeping pace with mobile marketing and social networks marketing</i>	Andrey Sabanskiy , Director, FEEDGEE Marketing, Ukraine
<i>What works in the present context? (Email, Online and Direct Marketing campaigns strategies)</i>	Yevgeniya Dvornichenko , Direct Marketing Section Manager, ALICO, Russia
<i>"Open Sesame!!!" - based on: "One Thousand and One Sleepless Nights of Sales Men with loyalty program"</i>	Jacek Powalka , MBA, Managing Partner, Great Open House, Poland
<i>Real integration: the only way to success</i>	Alfonso Marian , Executive Creative Director, Shackleton Group, Spain
<i>© «Marketing Movement Guidelines» under the new economical conditions</i>	Vadim Shyriayev , President of Marketing Experts Union of Russia, Vice President of Russian Association of Marketing Services, Board Member of Marketing Specialists Guild Council, Russia
<i>Snatch your chance with social media</i>	Anton Popov , General Director, interactive marketing agency Redkaya Marka, expert on social media, Russia
<i>Direct marketing in B2B — real help with sales or one more useless plaything?</i>	Daniil Gridin , Antiguru of marketing, Russia
<i>DM in retail. Individual approach to the beloved customers. Market leader's practice</i>	Kirill Popov-Cherkasov , Head of CRM Service, "Fokstrot. Technologies for Home" Company, Ukraine
<i>After a good lunch you can forgive anyone, even your relatives (Restyling of Nasha Ryaba TM)</i>	Valeriya Ocheretnaya , Head of Marketing Department, Mironovskiy Khleboprodukt (trademarks Nasha Ryaba, Legko!, Certified Angus, Foie Gras), Ukraine
<i>Creating a mailing that is impossible to disregard and its dependence on unconventional (nonsectoral) databases</i>	Igor Sagalov , Director, Sagalov Sotovarishchi addressed delivery boutique, Russia
<i>Delusions of sales departments leaders about the sales capabilities of the in-house services</i>	Valentin Pertsiya , Co-owner and General Director, Optimaza, General Director, BrandAid brand innovation company, Ukraine, Russia
<i>Loyalty programs 2010 – tools for business growth</i>	André Lutz , Managing Director, defacto.kreativ, Germany
<i>Loyalty ROI - how to calculate profit from loyalty programs</i>	Andrzej Łapeta , Strategic Director, KUC advertising agency, Poland

ROI in DM. Myths and reality

Tatiana Soldatenko,
Director, Agency Asia Direct, Kazakhstan

*Social communications:
the best investments in your future*

Vache Davtyan,
President, Promkabel-Elektrika and Pan Elektro,
Ukraine

DirectMarketing TOOLS & TECHNOLOGIES

HALL 1 MASTER CLASSES

How to make each direct mailing campaign a success

Robert Stahl,
Sales Director, Emerson Polska, Poland

Does your marketing sell?

Ian Moore,
Founder and Creative Director of Blue-Chip Marketing
agency, author of a book "Does Your Marketing Sell",
United Kingdom

*Refusals and rejections processing: techniques and
their adoption in the Sales Department*

Tamara Skuratovskaya,
Coach and consultant, Ukraine

How to arrange active sales?

Lana Chubakha, Director on Business Development,
Terrasoft companies group, Ukraine
Aleksey Klochkov, Leader of Terrasoft Consulting
business consulting group, Ukraine

*Be your own copywriter. Write for the people and get
what you want*

Sasha Karepina,
Business coach, author of training programmes on
business writing and public presentations. Author of
books "101 Pieces of Advice on Business Writing" and
"Art of Business Letters. Laws, ruses, instruments",
Russia



HALL 2. MASTER CLASSES

*Global quality standards of services rendered by an
outsourcing call-centre*

Andrey Zinkovetskiy,
General Director, Teleperformance, Ukraine

A choice of an outsourcing call-centre

Denis Liubiviy,
General Director, CONTACTIS outsourcing call
center, Ukraine

*What a company should know about itself to
understand what kind of call centre it needs and how
to avoid problems during its introduction*

Irina Velichko,
Independent consultant on contact centres
organization and management, Editor-in-Chief of the
Call Center Guru community, Ukraine

*"Way of samurai" in call centre
("Bare truth" or what is often left unsaid)*

Juriy Nesvedov,
Head of Subscribers' Support Department, MTC
Ukraine (UMC)

Interactive banking business: recipes for gourmets

Tatyana Shalyga,
Director of Distance Service Department, Swedbank,
Ukraine

topic is discussed upon

Oleg Zeldin,
Managing Partner, Apex Berg Contact Center
Consulting, Russia

DirectHit 2010 INTERNATIONAL OPEN CONTEST OF DIRECT-MARKETING PROJECTS

HALL 3. DEFENCE OF SHORTLISTED PROJECTS OF THE INTERNATIONAL OPEN CONTEST OF THE BEST DM-PROJECT «DIRECT HIT 2010»

*European developments in distance selling
(market and legal developments)*

Susanne Czech,
General Secretary, EMOTA (European e-commerce
and Mail Order Trade Association), Belgium

*Customer retention in distance selling in the age of
social web*

Jan Thieme,
the founder of TGMC Management Consulting
GmbH, Germany

Marketing logistics in distance trade

Igor Zubov,
Committee Chairman on Postal Logistics of Russian
Mail Order Association, Russia

Courier solutions exchange

Internet tools at the disposal of mail order companies

Anastasiya Savchenko,
Head of Internet Marketing Department, Telemedia,
Ukraine

topic is discussed upon

Vitaliy Yanitskiy,
General Director, PGK GROUP, Ukraine

*Promote your home market - the handbook for distance
sellers*

Alessandro Valdettaro
Global Account Manager,
Swiss Post International, Switzerland

*Austrian Post at the developing markets of East
European countries*

Johanna Taxerer,
Head of International Mail, Österreichische Post AG,
Austria

Round table

“Estimating the market: is the Ukrainian distance trade ready to provide information on its activities”

- Do the industry players need to get the information about the market?
- What kind of data are the players ready to share with?
- Is it possible to jointly cover the expenses for the research company's estimation?
- Presentation of the market estimation methodology by Ukrainian Direct Marketing Association

PARTICIPATION FEE (VAT INCLUSIVE)

Attending of:

**Single common ticket
«Direct Marketing Days
in Ukraine 2010»**

- all the International Business Forum events
(3 information flows in the parallel halls on the issues of direct
marketing, contact centres, mail order)
- open defence of the Direct Hit contest for the best DM project
- Welcome Party
- Gala Party and awarding ceremony of Direct Hit contest winners

250 EUR

Attending of:

**Ticket for one day of
the Forum**

- One of the Forum days at the participants' choice
- Welcome Party
- Gala Party and awarding ceremony of Direct Hit contest winners

150 EUR

Venue:

Conference centre of the President Hotel (Hospitalna Str. 12, Kiev 01023, Ukraine, www.president-hotel.com.ua)

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