

Miami, March 15, 2009

Schedule

9:00-9:45 a.m.

Orientation

9:45-10:45 a.m.

E-mail Capture

- E-mail Opt Messaging sequence
- case study
- Optimization Sequence
- Relevance
- Q&A
- Quiz

10:45-11:00 a.m.

Live optimization of student e-mail capture

11:00-11:15 a.m.

Break

11:15-12:30 p.m.

Open Rate & Click-thru

- E-mail Opt Messaging sequence
- Case Study
- E-mail Communication Effectiveness Formula
- Relevance (for Op & CT)
- Offer (of) - C(v)
- Incentive (i)
- Friction (f)
- Anxiety (i)
- Situational Nature of Optimization
- Q&A
- Quiz

12:30-1:30 p.m.

Lunch

1:30-3:00 p.m.

Landing Page

- E-mail Opt Messaging sequence
- Case Study
- Optimization Index
- Relevance (lp)
- Offer
- Incentive
- Friction
- Anxiety
- Q&A
- Quiz

3:00-3:15 p.m.

Break

3:15-4:00 p.m.

Course Summary & Exam Prep

4:00-5:30 p.m.

Final Exam