

## **OTHER OPPORTUNITIES**

### **All Day Forum on E-Commerce at GWU on October 13 – hosted by DMAW**

#### **e-Marketing Day continues Bridge Conference theme of Integrated Marketing and Fundraising.**

DMAW invites members of AFP/DC to enjoy members-only discounts at an all-day forum that includes case studies, trend reports, best practices, and other informative educational sessions on Friday, October 13 at GWU.

The full-day event with 12 sessions is built around how to make e-commerce a solid part of your acquisition and conversion/retention plans, whether you work in fundraising, associations, B2B, or B2C – everyone needs to know the latest techniques, tips, tactics, and trends and speakers represent some of the most respected practitioners sharing their knowledge with you. Speakers are being finalized for keynote, roundtable, and concurrent sessions, and names and program agenda will be available soon, but mark your calendar now.

DMAW invites AFP/DC members to attend under the members-only discounted registration fee for E-Marketing Day. To enjoy that benefit, you must register by phone, email, or fax with DMAW headquarters. (Do not register online or you will be charged the nonmember rate).

Make your own luck by registering now to attend E-Marketing Day Friday October 13! Registration is \$180 for DMAW or AFP/DC members; \$180 per person for groups of 3 or more registering at one time; \$215 for nonmembers. Registration fee includes continental breakfast, a.m. and p.m. breaks, and buffet lunch. Payments must be received before the event; cancellations must be received 48 hours prior to the event to be eligible for a refund.

For more information or to register, phone Barbara Armentrout at 703-706-0387; email [Barbara@dmaw.org](mailto:Barbara@dmaw.org); fax 703-836-2181 Attn E-Marketing Day.