



Media Alert

Message Systems' Barry Abel to Present Email B2B Marketing Best Practices to Target Executives

Email Evolution Conference — February 12, 2008 — Sheraton San Diego Hotel & Marina

Email industry expert Barry Abel, Vice President of Field Operations for Message Systems, will present his insights into how B2B marketers can leverage email to reach executives at the Email Evolution Conference:

- Session:** Even CEOs Read Email: Addressing the C-Level B2B Target
- Overview:** Remember when getting through to a CEO, CTO or CIO was as simple as sending gifts to the assistant? How can your email garner the same impact and response? The B2B world uses email in a unique manner. This session dives deep into the role of the B2B emails and which industry promotes best practices and which will or will not move your program forward.
- Speakers:** Barry Abel, VP of Field Operations for Message Systems
Eric Bowles, VP of Sales and Marketing for CoreNet Global
Simms Jenkins, Founder & Principal for BrightWave Marketing & EmailStatCenter.com
- Moderator:** Carol Krol, Senior Reporter for BtoB Magazine and BtoB's Media Business
- When:** Tuesday, February 12, 3:30 p.m. – 4:20 p.m.
- Where:** Sheraton San Diego Hotel & Marina, San Diego, CA
- About the Email Evolution Conference** A joint program by the Direct Marketing Association (DMA) and the Email Experience Council (eec), the inaugural *Email Evolution Conference* is designed to help marketers learn how to leverage the marketing potential of email and develop and execute campaigns that are top-notch, while following all the rules. Marketers will learn email best practices and leading-edge strategies and techniques to optimize their direct marketing efforts. The new conference features 34 sessions with more than 85 speakers, and exhibits by more than 40 of the industry's top vendors and service providers. More information is located at <http://www.the-dma.org/conferences/emailevolution08/>.
- About Message Systems** Founded in 1997, Message Systems is a worldwide provider of email software solutions and services for email service providers (ESPs), Internet service providers (ISPs) and large enterprises that need to manage the delivery of large amounts of business-critical email. www.messagesystems.com

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