

DAMA Midsouth Chapter Presents

The Enrichment Data Industry



Who Should Attend:

Information Quality Managers,
CTOs, IT Managers, IT Directors,
Data Management Professionals,
Data Warehouse Analysts,
Business Intelligence Managers

Thursday March 26, 2009
FedEx World Tech Center
50 FedEx Parkway
Building 50 London Room
Collierville, TN 38017
Reception 4:00 – 4:30 PM
Presentation 4:30 – 6:00 PM
Refreshments provided by FedEx

Directions: Take Bill Morris Parkway to Houston Levee Rd. Turn left on Houston Levee to Bailey Station Rd. Turn right on Bailey Station Rd. FedEx is on your right. Stop at security and sign-in.

Important Note: *Because of FedEx security requirements, you **MUST** register (below) for this event in advance.*

The Enrichment Data Industry

Over the last 30 years, while there have been many constants in the realm of data and its marketing uses, much has changed as well. The way consumers interact with businesses has changed. The way marketers leverage data has changed. The types of data that are available, and the ways in which data is collected, distributed and utilized have changed. And all of this has taken place in a dynamic environment where consumers are increasingly asking questions about who has access to their personal information, how it may benefit them, and how it may put them at risk. Our presentation and conversation will discuss:

- The kinds of data that are being collected
- The methods by which information is being collected today
- How it will be collected in the near future
- The uses and applications for marketing data today
- The applications and challenges envisioned in the coming years

David Danziger is a Product Leader at Acxiom, a leading provider of global interactive marketing information and services. Danziger leads Acxiom's Information Products Innovation Team and is currently responsible for commercializing multiple new consumer data offerings. He is particularly focused on bringing to market a product based around key life event triggers and in-market data. Danziger has held multiple roles associated with leveraging data for marketing purposes.

He is considered an expert in consumer demographic data and its applications in customer acquisition, retention, cross-sell/upsell, and win-back.

Danziger has written articles and spoken at industry conferences on topics associated with data, marketing, data integration and data mining. He holds an MBA in Entrepreneurship and marketing from The University of Texas at Austin and a BA in Political Science from the University of Michigan.

To reserve your seat click the link: <mailto:dama.midsouth@gmail.com?subject=Reserve:DavidDanziger>

Not a member of DAMA Midsouth? Non-members are allowed to attend one meeting per calendar year before membership dues are required. For more membership information visit www.damamidsouth.org