



Direct Marketing Association

Web Revolution - from Past to Present and Beyond!

Tues., October 26, 2010 | 11:30 a.m.-1:30 p.m.

Join **Deb Pasquale**, Client Partner, Razorfish

razorfish.

Where:



Maggiano's – Perimeter

4400 Ashford Dunwoody Rd

Atlanta, GA 30346

Phone: 770-804-3313

Event Fees:

DMA Member - \$40

Non-member - \$50

If within 5 days +\$10 per person

You will learn:

The Web certainly has evolved for marketers and advertisers. In a little more than 15 years we've gone from pre dot oh brochureware to a confluence of targeting opportunities, data collection, social outlets, content development and more. With it all comes great competition for eyeballs, so how does one bring original, effective ideas to market? This discussion initially turns on the wayback machine, triggering memories of the early Web days followed by a discussion of how digital has created more opportunity and options for advertisers. Part Twilight Zone, part Jetsons, expect nostalgia plus present day examples of what's cool and actionable, and maybe even a touch of the far out and futuristic.

About the speaker:



Deb Pasquale | Client Partner | Razorfish

Deb Pasquale has been in marketing and advertising nearly 20 years, working with nationally recognized agencies like Chiat Day, Doner and Rubin Postaer & Associates on brands such as Honda, Nissan, shutterfly.com and Neutrogena.

Originally an offline direct response marketer with a focus on targeting, messaging and results, Deb comfortably transitioned to the digital space in 2000. Envisioning the Web as another place to apply the basics of DR and make the Internet more actionable, she became immersed in the world of Website design, user experience, trigger-based targeting, online advertising, new media, email marketing and SEO. In 2010, Deb joined Publicis agency Razorfish in Atlanta to head up online advertising and digital marketing for AT&T's wireline business. In her spare time she's a

fitness instructor/workoutaholic, and with the help of her husband, "parent" to five rescue pets.

About Razorfish:

Razorfish creates experiences that build businesses. As one of the largest interactive marketing and technology companies in the world, Razorfish helps its clients build better brands by delivering business results through customer experiences. With a demonstrated commitment to innovation, Razorfish continues to cultivate our expertise in Social Influence Marketing, emerging media, creative design, analytics, technology and user experience. Razorfish has offices in markets across the United States, and in Australia, Brazil, China, France, Germany, Japan, Spain, Singapore and the United Kingdom. Clients include Carnival Cruise Lines, MillerCoors, Levi Strauss & Co., McDonald's and Starwood Hotels. With sister agencies Starcom MediaVest, ZenithOptimedia, Denuo and Digitas, Razorfish is part of Publicis Groupe's VivaKi, a global digital knowledge and resource center. Visit www.razorfish.com for more information. Follow Razorfish on Twitter at @razorfish.

The DMA Atlanta serves all marketing professionals who understand the time-tested value of direct marketing in all its forms. Improve your business, your career and build your personal network of important people.

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