

DMEF'S 2010 Interactive Marketing Immersion Xperience (I-MIX)

August 2, 2010 to August 6, 2010

Set Yourself Apart in Today's Job Market

Your education will help you get the interview; I-MIX will help you get the job.

About the I-MIX Program

The Direct Marketing Educational Foundation's (DMEF) Interactive Marketing Immersion Xperience, (I-MIX), and the host and principal sponsor, Merkle, offers 30 college students an exceptional opportunity to learn about current and emerging trends in marketing from leading practitioners and academics.

This program is designed for juniors and first semester seniors who are considering a career in marketing. During the week-long intensive program students will be immersed in seminars focused on interactive marketing. Presentations will provide students with a deep understanding of both strategic concepts and practical application. After completing this program, students will have a decided edge in securing a job in this competitive market. Admission to this program is highly selective. The program is open to U.S. citizens, permanent residents and international students. The 2010 program will begin on Monday, August 2nd and end on Friday, August 6th.

About Direct Marketing Educational Foundation

HEADQUARTERED IN NEW YORK CITY, the Direct Marketing Educational Foundation is dedicated to those in the industry through its mission: To *attract, educate* and *place* top college students in the business of direct/interactive marketing. Established in 1966 by the Direct Marketing Association, the DMEF is a 501(c)(3), non-profit educational foundation supported by tax-deductible contributions. It is the only national foundation of its kind solely committed to introducing – and in fact, engaging – professors and college students in the thriving business of direct/interactive marketing. The DMEF's programs are designed to encourage participation, equip professors with the most up-to-date educational resources and prepare students for successful careers in this rapidly evolving field. For more information, please visit www.directworks.org

About Principal Sponsor

Our principal sponsor, Merkle, is a leading customer relationship marketing agency that offers quantitative, information-based solutions that maximize return on marketing investment (ROMI). Merkle is a recognized industry leader in the areas of corporate strategy, focus and delivery strategy, data and data sourcing services and technology capabilities.

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| Presented By:  | Principal Sponsor:  | Sponsor:  | Sponsor: The Willa Yeck Fund |
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I-MIX Program Benefits

Students who participate in I-MIX will:

- Gain knowledge and experience that sets them apart from their peers.
- Expand their understanding of strategic, creative and tactical marketing practices.
- Explore current and emerging trends in marketing.
- Build leadership and teamwork skills via case analysis, group projects and participation in team-building exercises.
- Acquire an edge in the job-search process.
- Improve their networking skills.

I-MIX Program Costs

- A fee of \$300 is required two weeks after acceptance into the program to hold your space.
- All program materials, housing and most meals will be covered. Students will be required to cover one meal on their free night and all incidental expenses.
- DMEF will reimburse travel costs up to \$500. Supporting documentation must be provided in order to receive reimbursement.
- Financial assistance may be available for students who request it in advance and are prepared to demonstrate their need.

I-MIX Setting

Participants will be housed at the Sheraton Columbia Town Center Hotel; amenities include: free parking garage, state of the art fitness center and outdoor swimming pool. Nearby points of interest include Lake Kittamaqundi (adjacent); the Mall in Columbia (across the street); Merriweather Post Pavillion (concert venue-.5 miles) and African Art Museum of Maryland (- 1 mile).

Program sessions will take place at Merkle Corporate Headquarters in Columbia, Maryland.



Important I-MIX Dates and Deadlines

Application Deadline: March 31, 2010

Acceptance Notification: April 30, 2010

Enrollment Fee Due: May 14, 2010

DMEF I-MIX Program Schedule

Please note this is a tentative schedule only and is likely to change.

| Morning | Afternoon/ Evening |
|---|--|
| Monday, August 2, 2010 | |
| | Arrive & Check-In Program Orientation & Opening Reception |
| Tuesday, August 3, 2010 | |
| Welcome From Merkle Group Project Announced Direct/Interactive Marketing Overview | Lunch Interactive Marketing Case Study Team Building Activities Dinner/Outing |
| Wednesday, August 4, 2010 | |
| Creating Great Interactive Marketing Communications Email Marketing | Lunch Digital Display Advertising Merkle Tour/Work on Group Projects Dinner |
| Thursday, August 5, 2010 | |
| Mobile Marketing Trends Social Media Marketing | Lunch Career Workshop Free Evening |
| Friday, August 6, 2010 | |
| Group Project Presentations | Closing Luncheon Students Depart |