

FOR IMMEDIATE RELEASE

MODERN POSTCARD® ANNOUNCES KEITH GOODMAN TO SPEAK AT &THEN 2015 IN BOSTON, A DIRECT MARKETING ASSOCIATION EVENT

Direct marketers are invited to Goodman's session to learn the new fundamentals of direct mail marketing strategies that boost ROI and overall growth.

CARLSBAD, Calif. (September 9, 2015) – Modern Postcard, leader in direct mail and quality promotional printing for over 20 years, has announced that Keith Goodman, Vice President of Corporate Solutions and renowned keynote, will be speaking at the Direct Marketing Association's (DMA) freshly re-branded [&THEN Marketing Conference](#), which will be held October 4-6 at the Boston Convention & Exposition Center in Boston, MA.

On Monday, October 5 from 4:45pm – 5:30pm, Goodman will deliver a highly engaging presentation titled, "Direct Mail – The New Fundamentals," lending his insight and expertise to the diverse marketing professionals in attendance. Attendees can [learn more and register for the session here](#).

"Direct mail is evolving and continues to provide some of the highest ROIs of any advertising you can do. In my &THEN Ignition Session, we will have discussions on what new technology is available as well as how direct mail has changed to maintain relevance with the Gen-X and Millennial generations. Discussions will include data, creative, offers and more as well as information on how to integrate direct mail with your web and mobile marketing," Goodman said.

As a renowned presenter and 20-year direct marketing veteran, Goodman will educate &THEN attendees on direct mail and its legacy as one of the most effective types of marketing available. Those who join this thought-provoking presentation and discussion will learn how to leverage the new trends and capabilities of direct mail to maximize the response in their campaigns.

Learning Points

- Advances in data sources to better target your campaigns
- Messaging and creative to better resonate with younger generations
- Creative offers that will drive response
- How to effectively integrate with web and mobile to increase profitability

"In today's marketplace, innovative thinking, unmitigated passion, and radical creativity aren't just nice-to-haves – they're essential tools," said Paul A. McDonnough, Vice President of Events for DMA. "With &THEN, we've broken the mold of what an annual event should be — and created an innovative, disruptive experience that will not only fulfill marketers' needs, but empower them to soar to new and unexplored heights. We are thrilled to have Keith Goodman, a highly successful inspiring industry leader and trailblazer, speaking at &THEN."

In addition to a stellar lineup of presenters and keynoters ranging from IBM's visionary CMO [Jon Iwata](#) to social entrepreneur and movement starter [Blake Mycoskie](#) of TOMS, &THEN will immerse attendees in the latest information across the entire marketing field through six [customized educational tracks](#), intensive [workshops](#), [awards ceremonies](#) celebrating the best

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and most innovative achievements in the industry, and world-class entertainment featuring a private concert exclusively for &THEN attendees by the [Goo Goo Dolls](#).

For more information on &THEN and to register, [please click here](#).

About Modern Postcard

Located in Carlsbad, California, Modern Postcard works directly with businesses of all types to help them acquire and retain customers with direct mail, print promotions, data services, email, web, mobile and other proven direct marketing solutions. All creative, design, production, printing, mailing and shipping is managed in-house from the company's state-of-the-art, 75,000 square foot facility. For more information, please call 800.959.8365 or visit modernpostcard.com.

About &THEN, The Global Marketing Experience

Introducing the only experience that unites the global marketing community – the people who think, plan, and do what it takes to succeed. If you are empirically driven and creatively inspired, you belong here. [&THEN](#), which takes place October 4-6 in Boston, is powered by the organization that has been at the forefront of marketing for 98 years, [the Direct Marketing Association](#) (DMA).

About Direct Marketing Association (DMA)

The Direct Marketing Association (www.thedma.org) is the world's largest trade association dedicated to advancing and protecting responsible data-driven marketing. Founded in 1917, DMA represents thousands of companies and nonprofit organizations that use and support data-driven marketing practices and techniques. DMA provides marketers with INNOVATION that accelerates business growth, EDUCATION that develops talent and ensures compliance with ethical and best practices, and ADVOCACY that advances policies that support innovation in marketing.

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