



## Thursday, February 14, 2008

8:30 a.m.-noon / **Pre-Conference Workshops**

1 p.m. / **Registration Opens, Marble Registration Desk**

1-1:45 p.m. / **Newcomer's Orientation, Fairbanks A**

First time at the UCEA Marketing Seminar? Please join members of the UCEA Marketing Seminar Planning Committee, who will welcome you to the seminar, share information about UCEA, and provide tips for getting the most from your meeting experience. We will also have information about San Diego and optional dinner events.

2-3:30 p.m. / **Opening Session, Bel Aire Ballroom**

### Encore: Reinventing Education and Work for the Second Half of Life

Many Americans—particularly Baby Boomers—emerge from midlife seeking opportunities to channel their skills and experience into work with a larger social significance. Buoyed by gains in longevity and health, this new generation of 50- and 60-somethings is shaping a new stage of life and work between midlife and old age. Marc Freedman discusses baby boomers' changing attitudes toward personal contribution and work in the post-midlife years, focusing on a new role for higher education in the coming demographic transformation. It's all detailed in his new book, *Encore: Finding Work That Matters in the Second Half of Life*.

**Marc Freedman** is the founder and CEO of Civic Ventures. He's also co-founder of Experience Corps, the nation's largest nonprofit national service program engaging Americans over 55, and *The Purpose Prize*, the nation's first prize for, and biggest investment in, social innovators over 60. Freedman is one of the nation's leading thinkers and writers on the opportunities presented by the aging of America.

3:30 p.m. / **Book signing by Marc Freedman, Bel Aire Foyer**

Freedman's book "*Encore: Finding Work That Matters in the Second Half of Life*" will be available for sale starting at 1 p.m. on Thursday, Feb. 14 in Bel Aire Foyer.

3:30-3:45 p.m. / **Break, Bel Aire Foyer**

3:45-5 p.m. / **Concurrent Sessions**

#### Fairbanks A

### NewFaceOfHigherEd.org: Using the Advocacy Campaign To Advance Your Unit's Goals

Speakers: **Kay Kohl**, UCEA; **Richard Novak**, Rutgers University; **Mike Bailey**, Seiter and Miller Advertising

UCEA plans to launch a major national advocacy campaign next month. Come learn about this campaign and how you can take advantage of the resources being developed for member institutions to advance your unit's goals internally and externally. Using a variety of media, the campaign aims to raise awareness of the importance of college and university Professional and Continuing Education and to advance employer and government policies that support adult learners. To achieve maximum impact during this year long campaign, UCEA needs your help. We would like to hear your perspectives and tap your marketing expertise.

#### Fairbanks B

### Continuing Education Sales: Not as Scary as You Think

Speakers: **Jim Peters**, Director of Marketing and Communications, University of Kansas Continuing Education, and **Nicole Foerschler**, Manager of Corporate Learning, Emory University Professional Learning Programs

"Sales" is critical in continuing education—and it's scary. Explore how programs transition from traditional "build-it-and-they-will-come" approaches to entrepreneurial sales models. Learn ways to up-sell your open enrollment programs, create sales opportunities in classes, and build ongoing relationships for customized training. Finally, investigate best practices for marketing that build the sales pipeline and model important sales techniques. Participants will learn:

- How instructors, coordinators, managers, marketers, and registration staff can be effective salespeople
- Ways to use sales in open enrollment programs
- Marketing techniques to build your sales pipeline
- How to leverage open enrollments to contract training
- The benefits of transactional and consultative sales

## Thursday, February 14, (cont'd)

### Fairbanks C

## Best Practices and Challenges in Prospective Student Tracking and Follow-up

Speakers: **Barbara Wallace**, Director, Marketing and Communications at Johns Hopkins University Carey Business School; **Sarah Tennyson**, Marketing Production Coordinator and Budget Analyst, Carey Business School and School of Education at Johns Hopkins University

This session demonstrates prospect relationship management processes—and supporting organizational structure—to manage interest-specific fulfillment, track follow-up communications, manage and assess print and electronic campaigns, measure enrollment conversions, and develop data-based communication strategies. Participants will:

- Learn practical techniques for tracking prospect conversion to applicant and enrolled student
- Gain awareness of effective processes for assessing the effectiveness of advertising and direct mail/e-mail campaigns
- Get ideas for revising communications strategies based on prospect response data

### Fairbanks D

## Surfing the New Media Web: Web 2.0

Speakers: **John Whiteside**, Senior Consulting Communication, Inc.; **Laurie J. McCarthy**, Associate Director of Marketing, University College of Syracuse University

Social networking. User-generated content. Blogs, podcasts, and wikis. What do these new online media mean for educational marketers? An overview of the new media landscape with specific suggestions for incorporating these media into marketing strategies, including University College of Syracuse University's experiences. Participants will:

- Understand new online media and the adoption patterns for these media by users
- Gain insight into the opportunities and challenges the most popular new media present
- Clarify how these media are different from traditional marketing media and the implications of that when launching new media programs
- Get guidance on creating a new media strategy for your institution

5:30-6:30 p.m. / **Reception, Bel Aire Ballroom**

## Share Your Wares Networking Reception

"Show-and-tell" with cocktails! Browse tables of marketing samples from fellow attendees, network, and take this opportunity to view the 2007 UCEA Marketing award winner displays.

Show off your best marketing pieces! Bring copies or mounted material, including brochures/publications, direct-mail campaigns (print or e-mail), fliers, radio spots, web pages, and online ads to the registration desk when you check in and they'll be displayed for you during this reception. Bring 1-5 copies of each item and several of your business cards. For e-marketing pieces, bring printouts of your electronic "wares." If you have questions about the format, contact Lorna DeShay ([lorna.deshay@cmich.edu](mailto:lorna.deshay@cmich.edu)) or Lois Stephens ([lstephns@vt.edu](mailto:lstephns@vt.edu)) prior to your arrival.

### Evening / Dinner Groups (on your own)

Join your fellow UCEA marketers for a night out on the town! Stop by the UCEA hospitality table for additional details.

## Friday, February 15, 2008

### 8 a.m. / Continental Breakfast and Morning Table Topic Discussions, Fairbanks A & B

Want to share your questions or experiences on topics such as website design, CRM, or managing a one-person marketing office? Just find a table labeled with your interest area and join your fellow marketers for breakfast and lively, informal discussions.

### 9-10:30 a.m. / General Session, Bel Aire Ballroom

## Achieving Customer/Learner Alignment

Speaker: **Dick Lee**, Founder & Principal, High-Yield Methods

By nature, continuing education organizations take a softer stance toward customers than for-profit business. CE units care more and see themselves as service organizations more than selling organizations. But that's not enough to achieve customer alignment.

While CE units readily accomplish the cultural, attitudinal and behavioral aspects of customer alignment that business struggles to achieve, the reverse is true for attaining the internal alignment necessary to meet customer needs and expectations. Without the operational discipline imposed by thirst for profits, CE units struggle to overcome misalignment caused by functional and program silos.

Dick will outline how CE groups must take a structured and highly participative approach to synchronizing work across functional and program lines. Individual priorities must yield to the goal of providing the optimal customer experience.

*Dick Lee is founder and principal of St. Paul, Minnesota-based High-Yield Methods. HYM helps clients align strategies with customers, process with strategy, and technology with process. Dick is the author of several books and numerous journal articles on CRM and customer-alignment. He is a graduate of Reed College and holds an MBA from Suffolk University.*

### 10:45 a.m.-noon / Concurrent Sessions

### Fairbanks A

## So Many Countries, So Little Time: Identifying International Markets

Speaker: **Jeff Mills**, Coordinator of Market Research, Kansas State University

Explore the idea of expanding your educational offerings to include international markets with great potential. Discuss the criteria, approach, and information sources used by Kansas State University to filter 193 countries into a manageable list of probable high-yield markets. We will explore useful tools and approaches for an initial screening process that is based upon international priorities and goals, and the means by which to begin isolating international markets. We will discuss information sources including research studies and reports from the United States government, international governing bodies and organizations, academic publications, international publications, exchange rate sources, and postsecondary institutions.

## Friday, February 15, (cont'd)

### Fairbanks B

## Google-Paid Placement Advertising: Techniques to Increase Traffic, Leads, and Student Enrollments

Speakers: **Krista Nielsen**, San Diego State University; **Claudia Zongaro**, San Diego State University

Google Adwords paid advertising is an important component of a Continuing and Professional Educational (CPE) organization's marketing plan. During this lesson, we will set up a live Google Adwords account, show live CPE campaigns, explain strategies and show examples of success. Participants will gain in-depth knowledge of:

- Start-to-finish Google Adwords campaign management with a CPE emphasis
- How to translate strategies used for Google Adwords into other online paid advertising services: Yahoo Search Marketing, MSN AdCenter, FindWhat, Kanoodle, etc
- Best Adwords account set-up techniques for typical budgetary challenges, organizational structures, and a vast range of target audiences of CPEs
- Creating search terms, text ads, landing pages, and bidding strategies to ensure higher click-traffic and conversion of visits into leads and enrollment for CPE target audiences

### Fairbanks C

## Marketing to Millennials (Why Gen Y?)

Speakers: **Sue Cassidy**, Marketing Strategist, and **Michael Grab-scheid**, Director, Outreach Marketing & Communications, UMass Amherst

How can continuing education marketers effectively target Gen Y/ Millennial students? Presentation, case studies, and audience discussion will address program development, traditional and interactive marketing and media, social networking, alliances with other campus departments, communication with parents, and feedback/tracking.

Presentation of methods and discussion about effective techniques for actively engaging with and marketing to Millennials, including:

- Reaching out to parents to promote the value of Summer and Winter Sessions
- Using social networking and Internet marketing
- Building and leveraging alliances with key campus departments
- Attracting visiting students

### Fairbanks D

## Case Study: The Evolution of CRM at the University of Minnesota

Speakers: **Dick Lee**, Principal, High-Yield Methods; **Stephanie Platteter**, Director of Marketing, University of Minnesota College of Continuing Education, **Liz Turchin**, Associate Marketing Director, University of Minnesota College of Continuing Education

A case study from the University of Minnesota's College of Continuing Education about its ongoing evolution from disparate customer information and processes to a "single view of the customer" supported by integrated operational processes. Why designing learner-centric strategies and supporting process is a prerequisite for successfully

introducing CRM and other automation technologies—along with how to integrate strategy and process. This session will:

- Introduce research-validated steps to successful CRM implementation
- Present examples of customer-centric strategies driving process design
- Demonstrate how customer-centric process drives technology requirements
- Provide examples of successful change management approaches that mitigate risk

Noon-1 p.m. / **Networking Lunch, Bel Aire Ballroom**

1:15-2:30 p.m. / **Concurrent Sessions**

### Fairbanks A

## Successful Recruiting Students to Online Programs: Industry-Proven Best Practices

Speaker: **Andrew Gansler**, President, eLearners

Attracting and enrolling continuing education students into online programs has become increasingly difficult, primarily due to a growing competitive landscape. Experienced school marketers have figured out key obstacles to avoid and best practices to apply. This session, combining theory with practical examples, is designed to share the knowledge and experience gained by these for-profit and not-for-profit schools in the area of online student recruitment. Participants will learn:

- How to define, qualify and prioritize student inquiries
- Effective online and offline communication strategies
- How your school's web presence can help (or hurt) recruitment success
- How to measure marketing effectiveness across multiple online marketing channels
- Other key factors affecting the conversion of prospects to enrollments

### Fairbanks B

## Marketing is Everything and Everything is Marketing: Enrollment Management and Student Services

Speakers: **Katie Kaminski**, Senior Communications Coordinator, University of Illinois at Chicago External Education; **Liz Telschow**, Senior Program Coordinator, University of Illinois at Chicago External Education

In order to maximize student satisfaction and program retention, a marketing strategy must be integrated in a way that addresses the entire student life cycle—from prospective students to alumni. Learn how to enhance the student experience by viewing enrollment management and student services from a marketing perspective. Learn to:

- Explain the meaning of enrollment management and student services from a marketing perspective
- Emphasize the benefits of implementing a student service-oriented marketing strategy throughout the entire student life cycle
- Implement the strategies discussed when staff resources and marketing funds are limited
- Measure the results of a student service-oriented marketing strategy

## Friday, February 15, (cont'd)

### Fairbanks C

#### Customer Sensemaking: Recasting Marketing through Innovative Learner Focus

Speakers: **Dorothy Durkin**, Associate Dean, Office of Strategic Development, NYU School of Continuing and Professional Studies; **Mike Bailey**, Director of Account Management, Seiter and Miller Advertising

In the virtual landscape of podcasts, wikis, and Web 2.0, it's more important than ever to stay connected to learners of all generations. Recast your marketing strategy by harnessing a learner-centric approach that becomes pervasive throughout your organization. Use sensemaking tools and trendwatching to understand students and their life transitions. Discover that true innovation results when you engage your students as collaborators. With LRM as the focus, translate research, performance data, and customer knowledge into actionable strategies and design a new future for CE.

### Fairbanks D

#### Online Razzle Dazzle and Management Frazzle: Can You Have One Without the Other?

Speakers: **Anissa Kuhar**, Associate Director, Marketing and Communications, University Outreach, Northern Illinois University, **Marilyn Bellert**, Executive Assistant to Vice President, Administration and University Outreach, Northern Illinois University

NIU has developed an engaging, interactive website (NIU View) for recruiting off-campus students. Learn how a small podcasting project morphed into an organizational dilemma; how the possibilities presented by advanced technologies inspired staff to exceed expectations; and how a marketing director managed enthusiastic, impatient innovators in a conservative university environment. Attendees will:

- Understand how inspired technology innovators can take a marketing operation in new directions—ready or not
- Learn strategies for managing innovations in a conservative environment
- Acquire tips for sustaining and troubleshooting important innovations

2:30-2:45 p.m. / Break, Bel Aire Foyer

2:45-4 p.m. / Concurrent Sessions

### Fairbanks A

#### Marketing Education in the 21st Century: Lessons from For-profit Schools

Speakers: **Gloria Baldino**, Vice President of Sales, All Star Directories  
Enrollments at for-profit institutions of postsecondary education have grown faster in recent years than those at traditional schools. Continuing education divisions are often focused on the same population as proprietary schools: working professionals. What are the secrets to reaching these sought-after learners today and generating enrollments cost-effectively? How can you compete with aggressive for-profit schools and their multi-million dollar ad budgets? This interactive conversation looks at lessons the continuing education community can

glean from the best practices of for-profit schools. Topics include:

- How to ensure the money invested in leads does not go to waste
- Effective online marketing tactics for recruiting students
- Lead follow-up strategies that draw more starts

### Fairbanks B

#### Continual Networking: Online Education and the Power of Social Networking for Student Retention

Speaker: **Mark Bechara**, Education Manager, *The New York Times*

*The New York Times* Knowledge Network connects an online learning environment with a powerful social networking platform. It engages students in a dynamic course and retains them once the course is completed. Students find a community of like-minded individuals with whom to share activities and interests inside and outside of the virtual classroom. A showcase of the Epsilon e-learning environment, along with actual courses that *The New York Times* Knowledge Network, has developed in collaboration with a number of universities. Focus on how *The Times* and universities plan to use the social networks developed around a course to continually reach out to students to meet their continuing education needs. Topics include:

- Social networking as a learning and retention strategy
- Online learning as a networking tool
- Collaboration benefits of print media and universities

### Fairbanks C

#### CE Marketing Strategies and Tactics: Lessons Learned from SpongeBob

Speakers: **Jim Fong**, President, Diagnostics Plus, **Rich Johnston**, Congru, LLC

SpongeBob once said, "We can teach you how to be good. Then we can let you go." You don't have to be an island. There are many valuable CE marketing lessons to be learned from other institutions, as well as from characters in a popular television series. Use case studies to address the implications of marketing strategy, having the right marketing structure, and budget challenges. Attendees explore:

- Strategy isn't just for the big guys. The effective use of strategy has made a difference at Framingham State College. We will describe the potential disaster had they stayed the course, and then show the results of a positive campaign driven by a more differentiated strategy.
- For the big guys (and the little guys), assessing marketing needs and expectations is critical. Review the organizational assessment process at UC Berkeley to improve alignment between marketing and leadership. Focus on assessing and mixing talent.
- Focus on how to get the tools, resources and support you need. Examine the political process at Spring Hill College and ultimate successful repositioning. Take a non-differentiated strategy (or lack of one) and create differentiation in the marketplace. Key takeaway will be influencing faculty.

## Friday, February 15, (cont'd)

### Fairbanks D

#### Mobile as a Web Platform for Academia: It's Not Just for Emergencies

Speaker: **Lillian Mina**, Business Development Specialist, Penn State University–Great Valley

It's time the educational marketplace embraced the use of mobile web platforms currently being utilized in other industries. Smart, web-accessible phones and the ease of developing mobile websites can help schools gain a judicious competitive advantage by using text-messaging. The laptop may not always be readily available, but people are rarely without their cell phone. This session:

- Provides a basic understanding of mobile applications
- Sheds light on leveraging mobile technology in academia
- Share examples of how mobile technology for SMS (Short Message Service) can be used to send registration reminders, course cancellation notices, or alerts to check course schedules or pay a tuition bills

4-4:15 p.m. / **Break, Bel Aire Foyer**

4:15-5:15 p.m. / **General Session, Bel Aire Ballroom**

#### Trends in Customer/Learner Relationship Marketing—A Panel Discussion

Moderator/Panelist: **Dorothy Durkin**, Associate Dean, Strategic Development, School of Continuing and Professional Studies, New York University

Panelists: **Jim Fong**, President, Diagnostics Plus; **Dick Lee**, Principal, High-Yield Methods; **Mike Bailey**, Director of Account Management, Seiter and Miller Advertising

The landscape for continuing education marketing is changing. Gone are the days when catalog and postcard dissemination were the best hope for enrollments. To compete, marketing strategies need to engage students and prospects in an ongoing dialogue—one that allows better understanding, learning, and collaboration with audiences. Building strong and enduring relationships requires understanding today's demographics and keeping pace with new generations that operate within vast social networks outside the traditional media. With a focus on learner centricity, we explore how to embrace change and the risks of ignoring it.

Join us for a panel discussion among industry experts and experienced CE marketers as they look at the trends and address rapidly changing dynamics in marketing.

#### Evening / Dinner Groups (on your own)

Join UCEA marketers for a night out on the town for optional dinner and social opportunities. Stop by the UCEA hospitality table for additional details.

## Saturday, February 16, 2008

#### 8:00 a.m. / Continental Breakfast and Morning Table Topic Discussions, Bel Aire Ballroom

#### 9-10:15 a.m. / Concurrent Sessions

### Fairbanks A

#### PURLS of Wisdom: Migrating from Traditional Direct Mail to Web-based Marketing has Never Been Easier

Speaker: **Steve Blumberg**, Creative Director, J.M. Perrone Company

Whether you are a large program or small, credit or non-credit, with mega-resources or a one-person shop, you should be using personalized landing pages to increase qualified inquiries. Personalization doubles response rates, allows tracking and measuring of responses, develops personalized messaging, establishes one-to-one dialogue with prospects, allows for immediate fulfillment, provides data management, and is inexpensive.

Examples are provided through case studies from California State University-San Marcos (lead generation and CRM) and Northwestern University (list cleaning programs). Learn how to use personalized landing pages to:

- Maximize response rates from your direct mail and e-mail efforts by driving prospects to unique landing pages
- Create landing pages with personalized, pre-populated data about each individual
- Achieve a 100% phone number and e-mail address capture rate

### Fairbanks B

#### New Marketing Venues to Drive Prospects to Your Website

Speakers: **Elizabeth Hanson**, Director of Marketing and Recruitment, Drexel University, Goodwin College; **Michael Norton**, Principal, Norton, Lipp and Associates, Inc.

Drexel's Goodwin College used new marketing methods to drive prospects to its website. With a limited budget and dissatisfaction with ROI for traditional radio and print, Drexel partnered with a major TV player to leverage television commercials, video vignettes, and the station's news website to deliver students to programs. Participants will:

- Gain a new perspective on marketing institutions and programs
- Learn to do more with a limited budget by cutting back or eliminating legacy marketing efforts in favor of those that are more aligned with the daily lives of prospects

### Fairbanks C

#### 8 Marketing Metrics You May Not Be Using ... and How to Apply Them

Speaker: **Jon Horn**, Emory University, Professional Learning Programs, Center for Lifelong Learning

This session will describe eight techniques to enhance your marketing efforts using information that is probably available, but not being used.

In 2005, *The Harvard Business Review* published an article suggesting that successful organizations in today's competitive landscape will be those that constantly seek new ways to measure marketing effectiveness. Explore such diverse marketing topics as direct mail, catalog advertising, search engine marketing, website statistics, student repeat rate, repetition and timing, and audience segmentation. In each example, we'll present data that is easily accessible, but rarely used when making marketing decisions. Learn to:

- Think outside the box of marketing data sets
- Use website statistics, search rankings, and pay-per-click data to improve marketing efforts

## Saturday, February 16 (cont'd)

- Analyze catalog distribution and registration data to improve marketing efforts
- Segment audiences using registration data
- Utilize the types of questions that can reveal additional marketing metrics for your department

### Fairbanks D

## Redesign on the Fly: An Analysis of Current Continuing Education Sites

Speaker: **Chokdee Rutirasiri**, Founder and Creative Director, Story + Structure, LLC

You know your website could be doing better, but where do you start? What are your most pressing issues? How does your site stack up against the competition? What can you do to make it better? Submit your website to Story + Structure, LLC before the conference begins and it may be selected to receive an in-depth analysis, along with recommended solutions from the partners of the Boston-based web design agency.

Attendees will gain a better understanding of:

- The value of interface design and its impact on usability, accessibility, search engine optimization, and overall brand experience
- Web design best practices, including Web Standards
- Immediate action steps to improve your current site

Submit your site at <http://ucea.storyandstructure.com/>. All entries must be received by January 1, 2008.

10:15 a.m.-10:30 a.m. / **Break, Bel Aire Foyer**

10:30 a.m.-noon / **General Session, Bel Aire Ballroom**

## 60 Ideas in 60 Minutes

Win a free copy of *Steal These Ideas* or a free registration to the 2009 UCEA Marketing Seminar!

Back by popular demand! Learn from your colleagues and join in the interactive fun as you make one great wave after another. You'll leave stoked and ready to implement new ideas, attract new students, get e-marketing results, achieve advertising success, and reach audiences looking for what you offer. This session is a don't-miss!

Noon / **Adjourn**

## Seminar Planning Committee

**Stephanie Platteter**, Director of Marketing, University of Minnesota, Chair

**Lorna DeShay**, Associate Director, Marketing and Sales, Central Michigan University

**Janet Gifford**, Director of Marketing, Linfield College, Division of Continuing Education

**Denise McLeod**, Executive Director, Marketing, New York University, School of Continuing and Professional Studies

**Michele Moskos**, Marketing Director, Texas Tech University

**Laurie J. McCarthy**, Associate Director, Marketing, University College of Syracuse University

**Jim Peters**, Director of Marketing and Communications, University of Kansas

**Lois Stephens**, Marketing Manager, Continuing and Professional Education, Virginia Tech

## Special Note:

Be sure to stop and visit with UCEA's Sponsors. They have display tables near UCEA Registration Desk (Bel Aire Foyer) and will be happy to help you with many of your marketing challenges! They are:

### eCollege

eCollege provides a comprehensive, on-demand eLearning solution with multiple tools and services for powering the management and growth of online education programs for colleges, universities and virtual secondary schools. eCollege provides all of the eLearning hardware, software and support under one roof. For more information, visit [www.eCollege.com](http://www.eCollege.com) or call 888.376.9496

### Jaxxon Promotions, Inc.

Promotional items or advertising specialties, whatever you call them, we offer just about any item that you can put a logo on, including wearables. Jaxxon Promotions, Inc. remains committed to enhancing your competitiveness and profit through the use of promotional products.

### eLearners

EducationDynamics' Prospecting Services division is one of the leading providers of qualified leads for online colleges and universities of every size and level of marketing sophistication. With some of the most visible online education portals on the web including [elearners.com](http://elearners.com), [Earnmydegree.com](http://Earnmydegree.com) and [Distance.gradschools.com](http://Distance.gradschools.com), EducationDynamics can provide colleges and universities better qualified student prospects in whatever capacity a school might need

### Intelliworks, Inc.

Intelliworks is a leading provider of relationship management and marketing software, built specifically for higher education that enables institutions to effectively communicate with prospects, applicants, students, and alumni. Orion from Intelliworks is the only fully web-based, on-demand solution that infuses higher education processes with best-of-breed CRM technology. To learn more about Orion, visit [www.OrionOnDemand.com](http://www.OrionOnDemand.com).

### PlattForm Advertising

PlattForm is the largest and most comprehensive marketing and advertising firm focused on lead generation and enrollment solutions for higher education. For nearly 20 years, PlattForm has delivered results with traditional media, such as television, radio, print and direct mail, and has become the leader in online lead generation, supporting over 3,300 campuses worldwide. In addition to media planning and placement and a full suite of in-house creative services, PlattForm also provides search engine marketing, web design and development, and offers a large portfolio of postal and e-mail list services. As the leading Interactive lead generation and lead management firm in the sector, PlattForm manages a network of over 1,000 partner web site properties producing over 4 million leads annually.