



News Release

Marketing Scholar To Hold Keynote Speech At DM Asia 2004

Experienced Educator to Link Theory and Practice for Real-World Success

Singapore, Aug 2 2004: Direct Marketing (DM) Asia 2004 today announced that Irene Ng, Lecturer in Marketing at the School of Business and Economics, University of Exeter (U.K) and Honorary Assistant Professor of U.T.A.R (Malaysia), will speak at the keynote session at the event. DM Asia 2004 is an industry event showcasing new direct marketing regulations and guidelines as well as incorporating the prestigious DM Asia Awards, and will be held on 5th and 6th of August 2004 at Meritus Mandarin in Singapore.

“In the age of multiple channels, and product and lifestyle choices, firms are finding it very difficult to reach the right customers, and satisfy them. Traditional marketing approaches seem too inflexible and provide more questions than answers,” said Miss Irene Ng. “We need to get to the heart of marketing and find the right questions to ask, which will lead us to the right answers and increase marketing effectiveness,” she added.

DM Asia 2004 targets professionals such as direct marketers, advertising and PR agencies and DM Associations. It also aims at service providers and businesses across diverse vertical industries including banking, retail, hospitality, information technology (IT), lifestyle, telecommunications and the Internet. There will also be an exhibition of about 30 suppliers of DM products and services. The show is expected to draw 600-800 visitors from the region and a 30 percent increase of participants over last year. The year’s exhibitors include Brel Software, QAS, Kodak Versamark, Singapore Post, Swiss Post, Easylink, SPH-Asiaone, Meritus Mandarin and more.

“The goal of DM Asia 2004 is to shed light on efficient ways to reach customers with the right tools in marketing. We will be presenting a solid lineup of speakers and presenters to share with us a string of constructive case studies and proven methods to hone



participants' marketing strategy and skills even further," said Paul Hourihane, Chairperson of the DM Asia event for the second year and founding partner of Go Direct, an independent direct marketing agency based in Singapore.

"We are delighted to have Irene Ng as our Keynote Speaker this year to share her experiences and expertise on effective marketing – we're certain that her contribution will be an invaluable one," added Mr Hourihane.

Media interested in interviewing Irene Ng, Paul Hourihane or other speakers at DM Asia 2004 can call/email Sonya Madeira or Jay Sim at Tel: (65) 6429 0311, Email: sonya@eastwestpr.com, jay@eastwestpr.com

About DM Asia 2004:

The organisers of Direct Marketing Asia 2004 have been working closely with the government and professional direct marketing bodies to bring together highly qualified and distinguished speakers, delegates and exhibitors to the event. Established since 1996, the show has won widespread recognition in Asia as the leading show for successfully promoting direct marketing initiatives and assisting in the profitable growth of the DM industry. Jointly organised by the Direct Marketing Association of Singapore (DMAS) and TTG Asia, DM Asia 2004's partners include Draft Worldwide (direct marketing and communications agency), EASTWEST Public Relations (PR agency), Brel Software (official web host), Media (official regional media), Yahoo! and CNET Asia (official online media), Ad Asia, DM Magazine, CNET Asia Week, and C| Level (supporting publications).

DM Asia is endorsed by several Direct Marketing Associations (DMA) including DMA USA and about 10 regional DMAs across Asia Pacific.

For more information:

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