

# PUBWEST

## **PubWest Booklore and Happy Hour**

**Thursday, May 13<sup>th</sup> at 5:00 pm**

### **National Institute for Trial Advocacy**

363 Centennial Parkway, Suite 110, Louisville, CO 80027

RSVP [executivedirector@pubwest.org](mailto:executivedirector@pubwest.org)

Join us as keynote speaker Stephen Koenig talks about the power of e-mail marketing. Following the talk, enjoy some networking time to mingle with publishing colleagues and the PubWest board of directors.

#### **PROGRAM:**

Twitter, Facebook, FourSquare – these social media outlets are getting all the buzz these days, but email still remains the #1 most effective way to sell product. Learn the basics on how to develop an effective, sustainable and profitable eNewsletter program.

#### **eNewsletters with Impact**

1. Developing a Mission and Strategy
2. Newsletters are Relationships, Books are Events
3. The Editorial vs Promotional Balance
4. Calls to Action
5. Testing
6. Measuring Your Success

#### **About The Presenter**

Stephen Koenig is the Vice President and Publisher at Interweave, a Colorado based multi-platform media company. Interweave publishes books and magazines, produces TV shows and DVDs, builds online communities and holds events for Art and Craft enthusiasts. Last year Interweave sent over 96 Million emails to their customers and currently have over 700,000 registered members of their online communities.