

Ed Dale, Dan Raine and Guru Bob (Robert Somerville) along with the rest of the gang at *The Immediate Edge, Marillion Partnership and the American Marketing Association...*

Present...

COMING HOME 3!

A Marketing Conference Like You Have Never Seen!

By Ed Dale

In the past nine years, I have called three places home...the UK, Melbourne, Australia, and of course the United States. It's been four years since I did a conference or seminar in the USA that anyone could attend...well almost anyone. **This conference is exclusive to subscribers to The Edge newsletter only!**

I can't wait to bring the Coming Home experience to the USA. It's just such a different experience to anything you have seen when it comes to a Marketing conference. Three Days and Nights of awesome education by the best in the business.

Notice, I said education...

I know there are people who make a stack of money speaking from town to town, seminar to seminar, honing the same presentation to a razor pitch...That's just not me. For a start, I have a family that (incredibly) wants to see me occasionally AND I am not very good at selling product from the stage. Plus, I have this thing about wanting to have actually done what I'm talking about, apparently not an affliction hurting many on the circuit...

But you know what? For the first time in a long time...I have got something to SAY. I have a LOT to say....With a bit of luck, I think you'll find it bloody useful.

That being said, this conference is not the Ed Dale show, in fact, we have so many industry experts that you will be the envy of your peers!

"Who Else Is Coming?" I Hear You Ask...read on my friend!



Location, Date & Investment

Hard Rock Hotel San Diego
207 5th Avenue
San Diego, CA 92101, United States
(619) 702-3000

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| Friday 21st May: | 9 am to 9 pm |
| Saturday 22nd May: | 9 am to 9 pm |
| Sunday 23rd May: | 9 am to 9 pm |

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| Registration: | \$997 or 3 x \$349 |
| Hotel: | \$199+ tax/night |
| Airport Taxi: | \$13 est. one way |



Workshops and Speakers

Now the cool thing is that we have key speakers from Manchester *Coming Home 1* and Melbourne *Coming Home 2* heading to San Diego. On top of that, because we'll be in the U.S we'll have some special guests and speakers who will be part of the event as well. Here are additional speakers and VIP guests:



The "Legends" room where the general sessions will occur.



An "Encore" room where breakouts will occur.

Featured Speakers

- World's Best Copy Writer **John Carlton**
- World's Best SEO Expert **Leslie Rhode**
- World's Best Former Hacker **Dan Raine**
- Podcast Maestro **Paul Colligan**
- Crowd Mountain Phenom **Michelle McPherson**
- Emmy Award Winning Video Marketer **Andy Jenkins**
- The Best Tech Guy **Eugene Ware**
- Entrepreneur Extraordinaire **Pete Williams**
- Growth Panel Marketing Expert **Jim Sagar**
- Renown Research Strategist **Guru Bob**
- Internet Marketing Expert **Kenny Goodman**
- Financial Market Wonder Kid **David Jenyns**
- Niche Affiliate Marketer **Irene Denver**
- Marketing Plan Expert **David Frey**
- Marketing Strategist and Author **Norton Paley**
- Marketing Skill Dev Specialist **Peter Cheverton**
- Marketing Core Concept Author **John Burnett**
- The **High Impact Business Writing Team!**
- Internet Master Writer **Ken Evoy**
- Persuasive Writing Legend **Joel Bauer**
- The Marketing Strategy Coach **Mark Levy**
- The **Marketing Mentor Team ...and more!**

Noteworthy Skill Building Topics

- The 5 Essential Marketing Tools
- The Creative Professional's Marketing Plan
- Your Marketing-Smart Website
- Tools for Designing Great Marketing Programs
- Advertising Management and Design
- Power Alternatives to Advertising
- Honing Your Marketing Skills
- Sales and Service Success
- The Part of Tens
- Marketing Smart to Avoid Costs and Risks
- Strengthening Your Marketing Skill-Set
- Design, copywriting, creativity, and more
- Artful persuasion: Sales skills to the fore
- Quick skill-building tricks and tips
- Low-Cost and No-Cost Marketing Ideas
- Transit advertising
- Publicity
- Viral marketing on MySpace or Facebook
- Low-cost display ads in online communities
- Text messages — a new viral marketing frontier?
- Endless Chain or referral marketing
- Events, parties, and charity fundraisers
- Asking for the business
- Harnessing the Power of Information
- Ten Ways to Market on the Web
- The Complete Marketing Plan
- Brand Strategies

Noteworthy Print Topics

- Publications and Business Identity
 - The classic flier
 - The informational booklet or brochure,
 - Stationery and business cards
 - Paper characteristics
 - Layout tips
 - Copy or print?
 - Color, Artwork and Photography
 - Clip art and stock photography
 - Making Digital Brochures
 - Examining the Elements of a Newsletter
 - Masthead and nameplate
 - Articles
 - Headers
 - Type
 - Columns
 - Leading and kerning
 - Flow and readability
 - Photos and artwork
 - E-mailing a Portable Document Format
 - E-mailing an HTML page
 - Sending hybrid e-mails
 - Blogs instead of newsletters?