

Marketing forum offer free advice to charities – 10 February 2011

Data management specialist Data Discoveries is to host its second best practice marketing forum for charities and non-profit organisations, following the successful launch in Glasgow a few months ago. The second forum will take place at the Radisson Blu Hotel in Edinburgh on Thursday 10 February between 5pm and 7pm.

[Data Discoveries](#) has worked with many public sector, blue chip and charitable organisations over the last 15 years.

With an intimate knowledge of how to improve direct mail response with effective database management, Data Discoveries wanted to share their knowledge with this free forum for charities and non-profit organisations.

At this forum, attendees will hear from database expert Vicky Mudge. Vicky is a database expert, currently working in the finance sector for CapQuest. Vicky's experience spans the commercial sector and has worked with a prominent cancer charity. She will share examples of getting the best results for campaigns through data insights and cost-benefit arguments. This will include a question and answer session where attendees can ask Vicky specific questions.

Future topics for the best practice forum will include marketing industry experts sharing their insights on issues like social media, crisis management and efficient media buying.

Ken Naismith, Managing Director of Data Discoveries said:
The first best practice forum started last in November and it was a great success. There is clearly an appetite amongst

charities and non-profit organisations for this type of forum event. We are delighted to offer this free event which allows attendees to share their experiences with others whilst gaining valuable expertise from our guest speakers.

The quarterly event is free for any charity or non-profit organisations wishing to attend. If you work for a charitable organisation and are interested in attending, please contact Nicola Smith, Marketing Manager at Data Discoveries on 0131 555 1100 or nsmith@datadiscoveries.com

[googleMap name="Radisson Blu" width="400" height="400" directions_to="false"]80 High Street Edinburgh [/googleMap]