

International speaker for direct marketing event

Arcadia Home Shopping, in conjunction with the South African Post Office, is hosting a direct marketing one-day seminar at the Table Bay Hotel, Cape Town, on 7 March 2007. The keynote speaker is Andy Owen, an international copywriter and keynote speaker at international direct marketing conferences, who will present on direct marketing aspects that pull sales and responses that boost your bottom line and increase profitability. Go to www.arcadia.co.za/andyowen for more details.

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