



**FOR IMMEDIATE RELEASE...**

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***MEDIA ADVISORY***

**FIRSTWAVE TO PRESENT AT RETURN2CUSTOMER 2008**

***Lisa Cramer to share expert advice on the advantages of lead scoring***

**(ATLANTA, GA – August 22, 2008)**

**WHO:** [FirstWave](#), a provider of on-demand marketing automation solutions that generate, score and nurture leads for B2B marketers will present, exhibit and participate in a panel discussion at the Return2Customer Conference 2008.

FirstWave's Chief Sales and Marketing Officer, Lisa Cramer, will present "*Are All Clicks Created Equal?*" During her session, Lisa will explain why all clicks are ***not created equal*** and how lead scoring can help determine which clicks matter in the lead scoring process. Participants will learn:

- What is lead scoring?
- What to consider *before* implementing a lead scoring solution.
- How to implement an effective lead scoring system.
- How to accurately measure results.

Lisa will also participate in a panel discussion on "*Best Practices in Demand Generation*" with other marketing automation experts. Panelists will share insights on best practices in demand generation.

**WHAT:** Hosted by CRMA Atlanta, BMA Atlanta, and DMA Atlanta; Return2Customer 2008 is an industry leading, star-packed conference that offers exceptional content, winning ideas and outstanding networking opportunities. This year's Conference features over two dozen sessions and a wide range of expert speakers, led by Martha Rogers, acclaimed author and globally-recognized thought leader in customer-focused business strategy. Attendees will hear *thought-provoking* keynotes and participate in interactive breakout sessions. They also will enjoy ample networking opportunities and hear leading solution providers go head-to-head in showcasing their product functionality and customer success stories. Demonstrations and customer interviews will highlight an exceptional exhibit hall.

**WHERE:** Villa Christina - 4000 Summit Boulevard, Atlanta, GA 30319, 678-686-4272

**WHEN:** Return2Customer Conference: August 26-27, 2008

1) Lisa Cramer's Session - "*Are All Clicks Created Equal?*" - August 26, 4:00 – 4:45 PM

2) Panel Discussion - "*Best Practices in Demand Generation*" - August 27, 1:15 – 2:15 PM

**HOW TO REGISTER:** <http://www.cрмаconference.org/registration/index.html>

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