

Webinar Invitation
May 22, 2007 – 2 p.m. EDT

Triggers: Finding Opportunities with Market Intelligence

Dear [FIRSTNAME],

The face of market intelligence is changing with the growing use of **triggers** to fuel growth. Triggers are the ability to detect key changes and insights in your customer and prospect base and leverage them into new opportunities. It is something successful marketing and sales professionals must be able to do to stay competitive.

The right change – detected at the right time – means opportunity.

Join us for a live webinar on Tuesday, May 22nd at 2 p.m. EDT and learn more about key market triggers in the IT and telecommunications space. During the session key triggers discovered from Harte-Hank's CiTDB will be shared along with ideas on how you can put triggers to work quickly in your sales and marketing programs.

Attending this session you will understand more about these kinds of Triggers:

- Which Fortune 1000 firms have a new key leader and how does that impact their spending?
- How does a change in IT leadership impact IT investments? Where is turnover highest?
- Which market segments are planning IT budget growth? Which are planning a decline?
- What are the top rated IT investment initiatives, VOIP, Security, SOAP?
- Which triggers can cost you customers and marketshare?
- Are firms that switch IT vendors bigger buyers afterwards?
- How much more does a business spend when they move locations?
- How can changes in installed IT point to new spend opportunities?

Space is limited. All attendees will receive a free **Harte-Hanks CiTriggers Opportunity Report** when they attend this informative live event. A live Q&A session is included where you can ask your specific questions of the speaker. To reserve your space call 800 8854-8409 x 7223 or [click here](#) to register right now.

Ci Triggers

Date: May 22, 2007
Time: 2PM EDT
Duration: **1 hour**

[register now](#)

This webinar will help you drive ROI by knowing when:

- IT budgets & planning changes will occur at your clients site
- IT initiatives & growth are about to occur
- Data center moves & renovations are about to take place



**Attend the Webcast &
Learn About Triggers That
Spot Opportunity:**

- New Decision Makers
- Estimated IT Budget
- Technology Priorities
- Technology Growth
- Key Vendor Changes
- Planned Moves
- Data Center Changes

[register now](#)

Join me on May 22th at 2PM
EDT for a LIVE Webcast.

Randy Wussler,
Managing Director
of the Market
Intelligence unit of
Harte-Hanks



[Register](#)

Randy Wussler oversees all aspects associated with the development, ongoing updating and maintenance, marketing, and implementation of all CiTDB intelligence solutions in the Americas. Mr. Wussler has been with Harte-Hanks since 1991 and has driven many of the major product development, marketing, customer service, and call center initiatives surrounding the CiTDB during that time.

LIVE Webinar powered by:

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