

DMA September Lunch:

How the iPad is Revolutionizing Business

What's Up Interactive CEO Richard Warner with the latest research and surprising facts about how business and consumers are using tablets

In the next three months, Apple is poised to sell 20 million iPads — which is on top of the 30 million the company has already sold. More than 80% of FORTUNE 500 companies are deploying Apple tablets, which in turn, account for 80% of the tablet market.

This month, the Atlanta Chapter of the DMA looks at how iPads and other tablets are poised to revolutionize business.

Using the latest research, What's Up Interactive CEO Richard Warner will provide an overview of the tablet landscape, including examples of best practices, technological dos and don'ts, how different demographics are using tablets and what trends we're likely to see in 2012.

Attendees will also receive a White Paper with details on the research.

The DMA's September presentation, "How the iPad is Revolutionizing Business," will be held at 11:30am, Thursday September 15th at Maggiano's restaurant at Perimeter Mall. If purchased by September 9th, tickets are \$40 for DMA members and \$50 for non-members. Add \$10 for tickets purchased September 10th or after.

Use these links to purchase tickets and learn more about the event.

Registration: <https://www.123signup.com/register?id=czxns>

More Info: <https://www.123signup.com/event?id=czxns>

ABOUT RICHARD WARNER: Richard Warner is founder and CEO of [What's Up Interactive](#), an Atlanta based web and video marketing firm whose clients include AT&T, the Georgia Lottery, the Georgia Aquarium, the Coca-Cola Company and Holiday Inn. He is seen frequently as a business commentator on Fox5 WAGA. He spent 30 years as a host and managing editor interviewing CEOs on "Georgia's Business" on the state's PBS network. Richard serves on the board of the Henry W. Grady School of Journalism at the University of Georgia and on the Georgia Film and Video Commission.

ABOUT THE DMA: The Direct Marketing Association of Atlanta is the leading trade association of businesses and nonprofit organizations using and supporting direct marketing tools and techniques. DMA Atlanta advocates industry standards for responsible marketing, promotes relevance as the key to reaching customers and prospects with desirable offers and cutting-edge research, education and networking opportunities to improve results throughout the entire direct marketing process. DMA Atlanta gives members the tools to do their jobs better.