

SMS MESSAGING PRODUCT BRIEFING

MAKING THE MOST OF SMS FOR BUSINESS COMMUNICATIONS

An overview of the *BulkSMS Text Messenger's* advanced SMS messaging features

Date:	Thursday, 29 th November 2007
Time:	15h00 – 17h00 (with networking and drinks afterwards)
Place:	Melrose Arch Hotel, 1 Melrose Square, Johannesburg
Map:	www.africanpridehotels.com/melrose-arch-hotel.html (click on <i>Location</i>)
Parking:	Please use hotel parking (included in the cost)
Cost:	Free to BulkSMS.com clients
RSVP:	To register, contact Deirdré van Zyl Smit of Red Ribbon Communications by Monday, 26th November 2007 Email: rsvp@bulksms.com or mobile: 082 324 4639.

About the SMS Messaging Product Briefing

BulkSMS.com is conducting a SMS messaging product briefing on the topic of "Making the Most of SMS for Business Communications." The briefing will focus on how the advanced features of the *BulkSMS Text Messenger*, a desktop messaging application, can improve the efficiency of your business communications and effectiveness of your mobile marketing campaigns.

The briefing is geared toward existing users of the *BulkSMS Text Messenger* solution and aims to provide a deeper understanding of its advanced messaging capabilities, namely:

- *Linking to external datasources* – how to import multiple contacts from MS Outlook, MS Excel, MS Access, text files or other ODBC linked databases such as Pastel, SAP, and Oracle.
- *Exporting contacts* – how to download contacts or groups to as a .CSV, .TXT or XHTML file.
- *Personalised messaging* – how to include different contact names and related details (e.g. account balance, reference numbers) for bulk messaging.
- *Scheduled messages* – how to schedule the sending of SMS messages at a further date as a reminder or when you are out of the office.
- *Managing replies* – how to manage individual SMS replies in an inbox in response to a message sent out to large contact list.

Programme:

15h00	Registration
15h15	<i>Welcome</i> By Glen Thompson (marketing and communications at BulkSMS.com)
15h30	<i>Making the Most of SMS for Business Communications</i> By Dr Pieter Streicher (managing director at BulkSMS.com)
16h30	<i>Question and Answer session</i> Facilitated by Richard Simpson (director at BulkSMS.com)
17h00	Close, followed by networking (drinks to be served after the briefing)