

WORKSHOP

ON

Making the Most of *BulkSMS Text Messenger's* Advanced Features for SMS Messaging

BulkSMS.com is conducting a workshop on "Making the Most of *BulkSMS Text Messenger's* Advanced Features for SMS Messaging" for clients and interested parties.

The aim of the workshop is to provide an overview and demonstration of the *BulkSMS Text Messenger* solution, a desktop application developed to make bulk SMS messaging as easy as email.

The workshop is geared toward technical and non-technical users of the *BulkSMS Text Messenger* solution. It will assist users to manage their SMS business communications and mobile marketing campaigns more efficiently and effectively.

The workshop will specifically focus on the *BulkSMS Text Messenger* advanced features 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, Maximiser and Oracle.
- *Exporting contacts* – how to download contacts or contact groups to as a .CSV, .TXT or XHTML file.
- *Personalised messaging* – how to include different contact names and related details (e.g. account balances, reference number) 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.
- *Two way messaging* – how to send bulk SMS messages to contacts and then receive individual SMS replies in an inbox.

The workshop will be held from 3pm to 6pm on Thursday, 4th October 2007 at the Cape Milner Hotel in Cape Town.

To reserve your place at the workshop, please send an email to Deirdre van Zyl Smit on rsvp@bulksms.com. Click [here](#) for further workshop details (full programme and directions).

WORKSHOP DETAILS

Event Details

When: Thursday, 4th October 2007
Time: 15h00 – 17h30 (networking after the workshop)
Where: Cape Milner Hotel, 2A Milner Road, Tamboerskloof, Cape Town
Directions: See map at www.capemilner.com/milner/location.jsp
Cost: FREE

Programme

15h00 Registration
15h15 Welcome by Dr Pieter E. Streicher, MD: BulkSMS.com
15h30 Making the Most of *BulkSMS Text Messenger's* Advanced Features for SMS Messaging by Arno Cloete, Technical Support: BulkSMS.com
17h00 Question and Answer session
17h30 Networking (drinks and light snacks will be served after the workshop)
18h00 Close

Registration

To register for this event please contact Deirdre van Zyl Smit of Red Ribbon Communications by Monday, 1st October 2007 on email: rsvp@bulksms.com or mobile: 082 324 4639.

About BulkSMS.com

BulkSMS.com is a leading wireless application service provider offering bulk SMS solutions to businesses, organisations, and individuals in Europe, South Africa, the United Kingdom, and the United States of America. BulkSMS.com, based in Cape Town (South Africa), has been in operation since 2000.

BulkSMS.com offers bulk SMS messaging, subscription and premium rate solutions to meet the needs of business, public benefit organisations and individuals. BulkSMS.com provides the following messaging solutions: BulkSMS Text Messenger (desktop SMS application), Web to SMS, Email to SMS, Mobile2Group, white label messaging solutions, and the integration of SMS with a client's applications using an e-API.

BulkSMS.com is a member of the:

- Wireless Application Service Provider Association (WASPA)
- Wireless World Forum (W2F)
- 160 Characters

Dr Pieter E. Streicher, the managing director of BulkSMS.com, also sits on the management committee of the Wireless Application Service Provider Association (WASPA).

For more information about BulkSMS.com's services visit www.bulksms.com or email: service@bulksms.com or contact the company on tel: 021-552 6321.