



On the 20th of June, Kathy Clarke and Dave Furney gave an interesting and entertaining talk about Direct Marketing in Ireland to a class of American students in the International School of Business (ISB) in Dublin.

Foreign students are coming every semester to our school to complete International Marketing and International Business courses and, at the same time, live the abroad experience, in this case, the Irish experience. Dave and Kathy kindly offered to be our guest speakers bringing a bit of real life practice to the theory the students learn in the classroom.

The talk included several direct marketing examples and approaches taken by different Irish businesses. They surprised us with a trick performed to all of us by magician Keith Barry in an original campaign created for An Post. We were all really amazed about that one!

The examples provided were supported by the explanation of the SOSTAC framework which helped the students to understand how to implement marketing strategies step by step.

Students were silently listening to all the examples, advices and tips that Dave and Kathy were sharing with us.

The talk concluded with the stress of a key idea for marketing: "Be relevant to your customer".

At the end, time for questions was allowed and students showed their interest in the different campaigns and the strategy followed by IDMA. They had an opportunity to discuss the practicalities of the examples and review what they had learned with two marketing professionals. The guest speakers happily answered all the questions and the result was a very satisfactory feedback received from all the students.

I would like to personally thank Kathy and Dave for their contribution to the students 'experience in Ireland and, overall, to their education. Thank you for your kind and selfless participation. We are looking forward to seeing you again any other semester!

Vanessa Diaz, ISB Marketing lecturer