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InnerWorkings and PNC Bank to Share Innovations at 2016 DMA Conference

CHICAGO--(BUSINESS WIRE)-- InnerWorkings (NASDAQ: INWK) plans to revolutionize DMA & THEN Conference attendees' direct marketing efforts.

Pamela Spain, Vice President of Enterprise Accounts at the premier global marketing execution firm, will offer a first look at insights and innovations gleaned from InnerWorkings' ongoing work with PNC Bank, N.A.

Joined by Tanya Herriott, Senior Vice President of Credit Card Marketing at PNC, and Jody Berenblatt, Senior Consultant at GrayHair Advisors, Spain will discuss how an optimized marketing execution platform—in combination with the right partner—can transform direct marketing efforts.

"Many marketers are challenged with executing direct marketing campaigns effectively because they lack visibility into the process itself," Spain notes. "Marketers will walk away from this session with immediately applicable strategies to assess their current direct marketing efforts, and guidance on how to implement critical course corrections."

The panel will also share how attendees can ramp up analytics use in direct marketing efforts. Using the lens of the PNC / INWK partnership, Herriott will explore how she leveraged analytics to not only refine PNC's direct marketing strategy, but also to transform collaboration throughout the entire direct marketing process.

"InnerWorkings has helped my team optimize our direct marketing, from campaign development to in-home delivery. This has translated to considerable time and cost savings, as well as increased response rates," said Herriott. "I'm looking forward to revealing some of the best practices I've learned through our relationship over the years."

Spain, Herriott and Berenblatt's panel discussion at the DMA & THEN Conference in Los Angeles will be held on October 18 from 2:30 to 3:15 p.m. For more information, visit <http://andthen.thedma.org/schedule/#141-8>.

About InnerWorkings, Inc.

InnerWorkings, Inc. (NASDAQ: INWK) is the leading global marketing execution firm serving Fortune 1000 brands across a wide range of industries. As a comprehensive outsourced enterprise solution, the Company leverages proprietary technology, an extensive supplier network and deep domain expertise to streamline the production of branded materials and retail experiences across geographies and formats. InnerWorkings is headquartered in Chicago, IL and employs more than 1,500 individuals to support global clients in the execution of multi-faceted brand campaigns in every major market around the world. Among the many industries InnerWorkings serves are: retail, financial services, hospitality, consumer packaged goods, not-for-profits, healthcare, food & beverage, broadcasting & cable, and transportation. For more information visit: www.inwk.com.

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