

B2B Marketing Planning & Analysis *2011*



Marketing Analytics
Data Driven Targeting
Data Usage, Ownership and Management
Sales and Marketing Alignment
Marketing Mix Optimization
Customer Insight
ROI and Performance Analysis



Program Agenda

Monday, September 12th, Day One

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:
Competitive Advantage through Analytics
Harness analytics to promote better strategic planning and drive execution

9:30 am Keynote:
Data Translation, Interpretation and Quality Analysis
Reduce time and improve accuracy of data collection

10:30 am Networking Break

11:00 am **Data Driven Targeting**
Evidence-based decision making for B2B marketing success

Noon Lunch & Networking Break

1:00 pm **Advanced Marketing Analytics**
Decision making based on facts, data and analytical insight

2:15 pm **Sales and Marketing Alignment**
Synchronize campaign initiatives with sales data for greater lead conversion

3:30 pm **B2B Pricing and Promotion Analytics**
Evaluate pricing and promotion decisions with effective use of analytical insight

4:30 pm **Networking Reception**

Tuesday, September 13th, Day Two

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:
Leveraging Customer Insight
What drives your customers and how do you segment them according to their value

9:30 am Keynote:
Data Consolidation & Aggregation
Reduce time and improve accuracy of data collection

10:30 am Networking Break

11:00 am **Marketing Mix Optimization for the Business Customer**
Maximize resource allocation for more effective usage of marketing spend

Noon Lunch & Networking Break

1:00 pm **ROI Optimization and Value-Based Customer Management**
Identify returns on marketing activities for more efficient use of marketing capital

2:15 pm **B2B Marketing Performance Analysis**
Utilize KPIs and performance drivers to impact financial and operational results

3:30 pm Adjourn

B2B Marketing Planning & Analysis 2011

In today's marketplace, good analytics can be the key differentiator in challenging markets. An organization's ability to harness and leverage the wealth of collected customer and product data is a key factor in effective strategic planning. Good marketing planning and analysis for the business customer drives sales performance, competitive advantage and growth.

B2B Marketing Planning and Analysis 2010 is designed to give you effective tools for forecasting, measuring and managing organizational marketing strategy. This forum provides best practices, case studies, hands on learning approaches and interactive dialogue sessions delivered by industry experts, practitioners and methodologists.

3 Attendee Group Rate

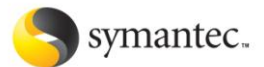
\$ 3,995.⁰⁰



Past Presenter Organizations Include

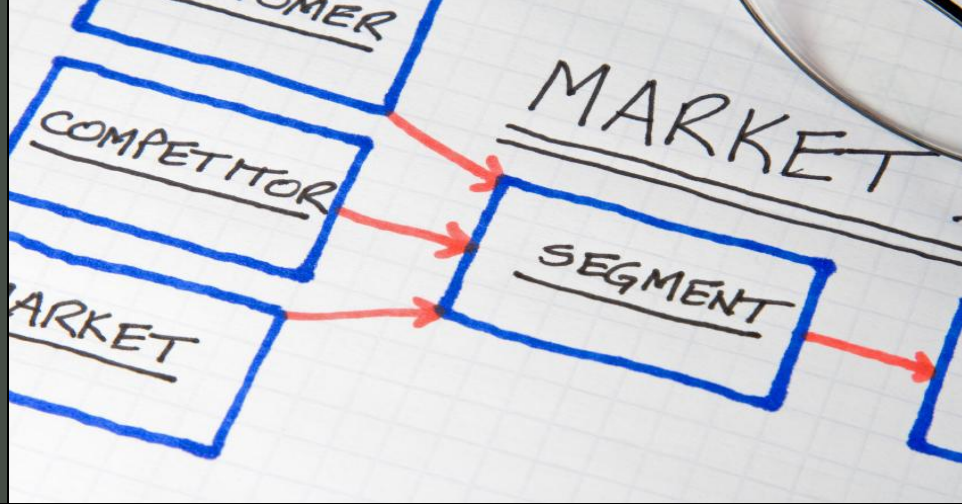


blue of california



Day One:

Keynote Case Studies & Best Practices



8:30 am

Keynote: Competitive Advantage through Analytics

Harness analytics to promote better strategic planning and drive execution

- Optimize distinct business capabilities to gain competitive advantage
- Effective analysis that allows senior management to make more informed decisions
- Decision support aligned to business needs and objectives
- Utilize analytics to better determine ROI
- Establish predictive capabilities through analytics for better forecasting

9:30 am

Keynote: Data Translation, Interpretation and Delivery

Deliver meaningful information to drive better business decisions

- Understand data quality and implement a system of checks and balances
- Develop efficient and cost-effective data cleaning and standardization systems
- Tools for data monitoring that report variations in quality and accuracy
- Manage processes for data mining, flow and transfer of intelligence
- Create linkages between data gathering, data analysis and strategic planning

11:00 am

Data Driven Targeting

Evidence-based decision making for B2B marketing success

- Aggregate and analyze data to make more effective strategic decisions
- Monitor data usage to effectively target customers, without invading their privacy
- Optimize the quantity and quality of useful information
- Leverage technology for improved accuracy, deeper business knowledge and real time decision making



Day One:

Best Practices & Strategy Sessions

1:00 pm

Advanced Marketing Analytics

Decision making based on facts, data and analytical insight

- Use advanced statistical and econometric methodologies to make better predictions
- Developing analysis-based reporting platforms to support strategic planning
- Learn how data anticipates trends, sales, marketing and risk
- Multivariate testing and advanced regression modeling
- Synthesize analytical insights into marketing strategy

2:15 pm

Sales and Marketing Alignment

Synchronize campaign initiatives with sales data for greater lead conversion

- Drive results through integration and performance management
- Develop cross functional alignment through effective communication
- Create accountability systems for internal stakeholders
- Initiate alignment between corporate strategy and marketing execution
- Utilize a methodological approach measuring, management and executing strategies

3:30 pm

B2B Pricing and Promotion Analytics

Evaluate pricing and promotion decisions with effective use of analytical insight

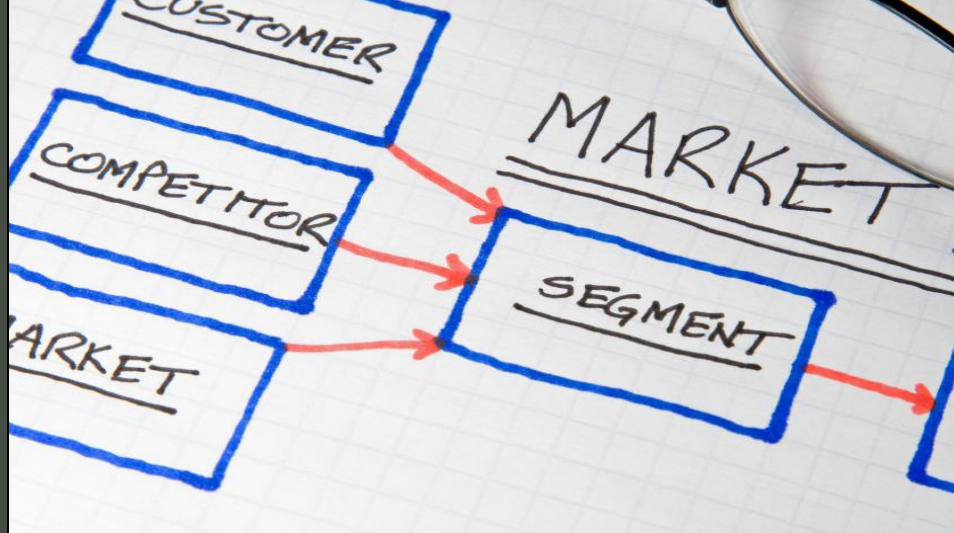
- Total product cost and budget forecasting
- Methods for continuous forecasting though fluctuating revenue growth
- Improve gross margins through effective pricing strategies
- Benchmark performance against competition
- Translate data cross-functionally between product, marketing and finance

Day Two:

Keynote

Case Studies

& Best Practices



8:30 am

Keynote: Leveraging Customer Insight

Leverage analytics for better customer insight and competitive advantage

- Using data to develop effective customer retention programs
- Acquire new customers based on existing customer analytics
- Applying customer data to predict future behavior and sales
- Measuring the lifetime value of customers for better forecasting
- Create good impact assessments based on customer reactions

9:30 am

Keynote: Data Consolidation & Aggregation

Reduce time and improve accuracy of data collection

- Develop time efficient and cost effective data gathering strategies
- Consistently extract, analyze and collate data from a variety of sources
- Identify and evaluate process improvement methodologies for data collection
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution

11:00 am

Marketing Mix Optimization for the Business Customer

Maximize resource allocation for more effective usage of marketing spend

- Identify key advertising, marketing, internal and external drivers
- Provide an analytical framework for strategy assessment via simulations
- Support continuous feedback and improvement



Day Two:

Best Practices & Strategy Sessions

1:00 pm

ROI Optimization and Value-Based Customer Management

Identify returns on marketing activities for more efficient use of marketing capital

- Resource allocation based on lifetime customer profitability
- Use a value-based approach to product and service development
- Leverage data to transition from campaign-based to customer-based marketing

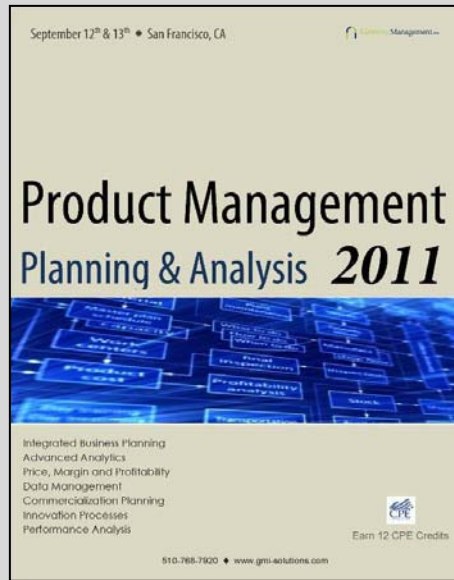
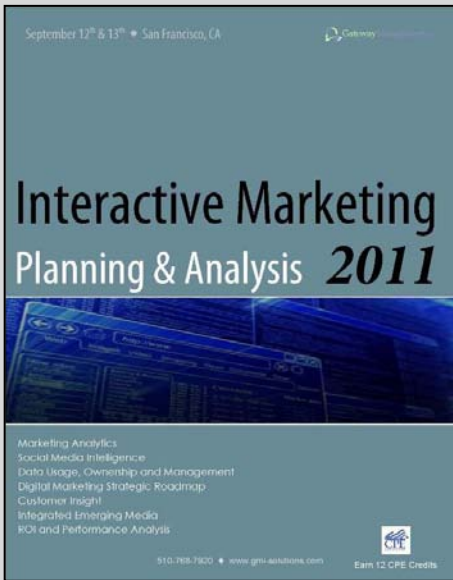
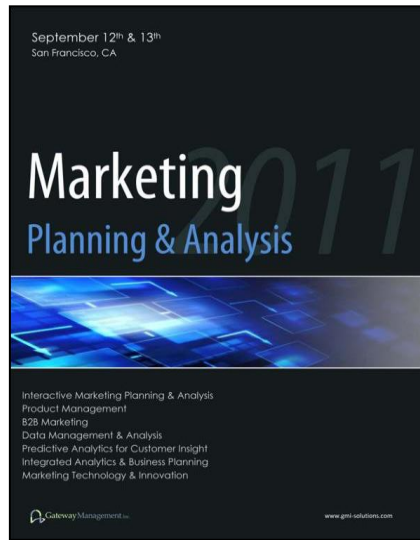
2:15 pm

B2B Marketing Performance Analysis

Utilize KPIs and performance drivers to impact financial and operational results

- Incorporate the most effective marketing measures
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics used in the forecasting process
- Utilize a management system to monitor and drive performance
- Develop timely, engaging reports with thorough analysis of results

Marketing Planning & Analysis 2011 is a premier, three-track, cross-functional learning and networking event



This unique collaborative program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Each morning, attendees will gather for keynote presentations from strategic planners and business intelligence executives from top organizations. Following these keynote addresses, attendees will break out into separate areas to learn from experts discussing topics specific to their functional and organizational interests.

A unique Networking Opportunity

Not only do attendees come to learn innovative skills and best practices in marketing planning, they also come to meet with peers from different industries across the nation. Keeping this in mind, attendees are given a chance to network with colleagues from across analytical functions.

Network with colleagues and industry experts from different analytical functions

A diverse group of attendees with backgrounds in marketing, sales, product management and integrated business planning will be in attendance. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better marketing performance.



B2B Marketing Planning & Analysis

Gateway Management is a recognized leader in providing premier training events on strategic planning through analytical insight. 2010 attendee companies include:

Accuray	JDS Uniphase
Actelion Pharmaceuticals	JP Morgan
Adobe Systems	Juniper
Affymetri	FW Murphy
AGCO	Genworth
Alere	Gilead
Allstate	Hardies
American Superconductor	IHG
Amway	IMClone
AMICA MUTUAL INSURANCE COMPANY	INGRAM MICRO
AppliedMicro Circuits	Intuit
Appro	Jabil Circuit
Array BioPharma	JCI
Audi	JDS Uniphase
Atmel	JP Morgan
Bank of the West	Juniper
BASF	Keurig
Beekley	Kaiser Permanente
Blessing Health	KLA-Tencore
Bose Corporation	Lam Research
Briggs International	Land O' Lakes
Cadence	Levi's
Cedar Sinai	Liberty Mutual Group
Celanese Corporation	Life Technologies
Centura Health	Lincoln Industries
Cepheid	McDean
Charles Schwab	Macys.com
Chik-Fil-A	Mercedes-Benz USA
Chipotle	Micron Technology
Chiquita	Microsoft Corporation
Cisco	Mutual of Omaha
Citrix	Nestle
CNN	NetApp
Comcast	Nike
ConAgra	Nissan
Cox	Papa Murphy's Intl.
Dean Foods	PayPal
Diebold	Popeyes@ Louisiana Kitchen
Dolby	Procter & Gamble Company
Dominoes	RCI
EA	Rent-A-Center
eBay	Research In Motion
EJ Gallo	Roche
Gap Inc.	SanDisk
Genentech	Sara Lee
Gilead	Sephora
Hamilton Beach Brands, Inc.	Stryker
	Symantec

San Francisco

Area, Venue & Travel Information



Room Rate
\$ 149.⁰⁰ / night

Reservations: 1-888-627-8404

*Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.*

Online Reservations:

<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=1106095656&key=4E9C5>

Area – San Francisco International Airport

Located near San Francisco International Airport, our venue provides excellent access to Bay Area transportation as well as all the city has to offer. Gateway Management has on-the-ground **knowledge of the area's best** restaurants, hotels and shows to maximize your experience outside the Summit.

Hotel and Accommodation Facilities

Our venue's excellent location offers easy access to the entire San Francisco Bay Area. We have scouted locations throughout the region and find that the Westin San Francisco Airport offers excellent accommodations, a unrivaled meeting environment and tremendous value.

Travel

This event is best accessed by-way-of San Francisco International Airport. A hotel shuttle leaves every 20 minutes from SFO, directly to the event location. Oakland International Airport offers another convenient traveling option for our non-local guests and can be accessed by BART trains or taxi cabs.

Venue – Westin San Francisco International Airport

The Westin San Francisco Airport
1 Old Bayshore Highway
Millbrae, CA 94030



Earn CPEs

CPE Credits: 13

Gateway Management is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Web site: www.nasba.org.

Program Level:	Basic
Delivery Method:	Group-Live
Prerequisites:	None
Advanced Preparation:	None



B2B Marketing Planning & Analysis

Registration & Contact Information

Registration Form

Name

Title

Organization

Street Address

City/State/Zip

Telephone

Fax

Email

Payment Information

Check/Purchase Order

Credit Card

Name on Card

Card Number

Expiration Date

CV2 (card verification number)

Billing Address

City/State/Zip

Cancellation/Rescheduling Policy

All cancellations that made four weeks or longer from the summit's start date will be provided a full refund or credit toward current or future Gateway Management programs. Any cancellations made within four weeks of the programs start date will be provided with credit toward current or future Gateway Management programs.

Fees ♦ Registration

<input type="checkbox"/>	Early Registration	\$ 1,599.00
<input type="checkbox"/>	Standard Registration	\$ 1,799.00
<input type="checkbox"/>	3 Attendee Group Rate	\$ 3,995.00
<input type="checkbox"/>	Additional Attendee	\$ 1,299.00

For "Early Registration", register by June 24, 2011

Call

510-768-7920

Fax

510-380-7377

Online

www.gmi-solutions.com

For group discounts, packages and local information please email Jeff Brown:

jbrown@gmi-solutions.com