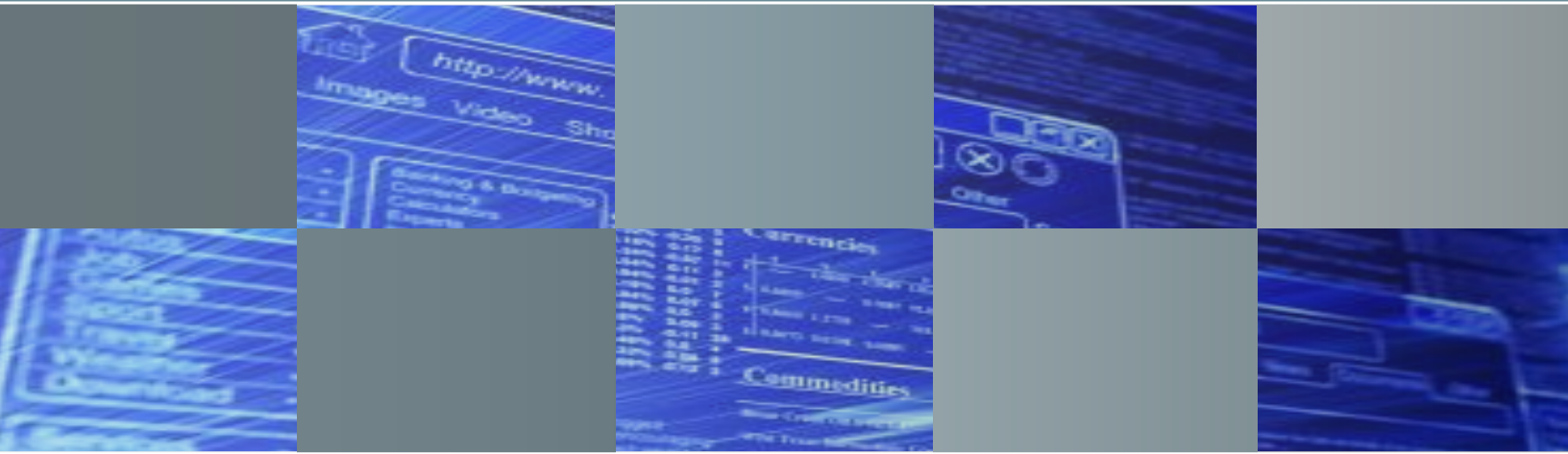


February 9 - 10, 2012  
San Francisco, CA



Business Analytics Week

# Digital Marketing Planning & Analysis



Competitive Advantage through Analytics  
Data Translation, Interpretation & Delivery • Social Media Intelligence  
Search Engine Optimization • Mobile Marketing and Display Strategy  
Digital Analytics • Multi-Channel Analytics

# Agenda

## Thursday, February 9<sup>th</sup>, Day One

8:00 am	Registration, orientation and opening remarks
8:30 am	<i>Keynote:</i> <b>Competitive Advantage through Analytics</b> <i>Harness analytics to promote better strategic planning and drive execution</i>
9:45 am	<i>Plenary:</i> <b>Data Translation, Interpretation and Quality Analysis</b> <i>Reduce time and improve accuracy of data collection</i>
11:00 am	<i>Plenary:</i> <b>Evidence-Based Marketing</b> <i>Use organizational data and good decision-making to enhance marketing success</i>
Noon	Lunch & Networking Break
1:00 pm	<b>Digital Marketing Strategic Roadmap</b> <i>A systematic framework for implementing a leading digital marketing planning program</i>
2:15 pm	<b>Social Media Intelligence</b> <i>Social media monitoring strategies for brand, campaign and customer insight</i>
3:30 pm	<b>Digital Marketing Mix Optimization</b> <i>An analytical approach to developing the optimal, integrated digital engagement strategy</i>
4:30 pm	<b>Networking Reception</b>

## Friday, February 10<sup>th</sup>, Day Two

8:00 am	Registration, orientation and opening remarks
8:30 am	<i>Keynote:</i> <b>Multi-Channel Analytics</b> <i>Tackling the toughest online and offline measurement challenge</i>
9:45 am	<i>Keynote:</i> <b>Data Consolidation &amp; Aggregation</b> <i>Reduce time and improve accuracy of data collection</i>
11:00 am	<i>Keynote:</i> <b>Leveraging Customer Insight</b> <i>What drives your customers and how do you segment them according to their value</i>
Noon	Lunch & Networking Break
1:00 pm	Case Study: <b>Search Engine Marketing Optimization</b>
2:15 pm	Case Study: <b>Social Media Analytics</b>
3:30 pm	<b>Digital ROI &amp; Performance Analysis</b> <i>Measure and monitor returns on emerging media marketing spend</i>
4:30 pm	<b>Networking Reception</b>

In today's marketplace, good analytics are the key differentiator for smarter decision making and gaining competitive advantage. An organization's ability to harness and leverage the wealth of available customer and product data is a key factor in effective, strategic, marketing planning. **Digital Marketing Planning & Analysis 2012** is a comprehensive learning and networking opportunity analyzing the most pressing concerns of marketing planning through the use of analytical insight.

*Marketing Planning & Analysis 2012 is a unique opportunity for those looking to expand their knowledge of marketing planning through the effective use of analytical insight.*

**Digital Marketing Planning & Analysis 2012** acts as one of three components that make up **Marketing Planning & Analysis 2012**. Each track has its own unique focus, giving attendees the opportunity to sit in and learn from those sessions that are of most interest. This unique program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Learning sessions are vendor agnostic and there are **NO sales pitches**. Plenary keynote addresses will be presented each morning by some of today's top marketing leaders. Following these keynote sessions, attendees will then choose sessions that are most relevant to their interests, allowing the opportunity to learn from case studies and in-depth learning exercises.

**Marketing Planning & Analysis 2012** is part of **Business Analytics Week 2012**. This comprehensive event brings together analytics users from across functions and industries into one integrated, week-long event. **Business Analytics Week 2012** is the most comprehensive business analytics event on the market today.

Bring Your Team  
3 Attendee Group Rate

**\$ 3,995**

# Digital Marketing Planning & Analysis 2012

Recent Presenters Include:



 Gateway Management Inc.

510-768-7920 ♦ [www.gmi-solutions.com](http://www.gmi-solutions.com)



Day One - 8:30

## **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

Day One – 9:45

## **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

Day One – 11:00

## **Evidence-Based Marketing**

*Use organizational data and good decision-making to enhance marketing success*

- Mix the art of good marketing with the science of analytics for better marketing results
- Aggregate and analyze data to make more effective strategic decisions
- Optimize the quantity and quality of useful information
- Leverage technology for improved accuracy, deeper business knowledge and real time decision making

Day One – 1:00

## **Digital Marketing Strategic Roadmap**

*A systematic framework for implementing a leading digital marketing planning program*

- Digital marketing planning from conception to completion
- Evaluate the current state of your digital marketing vs. industry findings
- Use data-driven insights to evaluate and manage the digital audience
- Develop a “key actions” plan to ensure decision support aligns with strategic objectives

Day One – 2:15

## **Social Media Intelligence**

*Social media monitoring strategies for brand, campaign and customer insight*

- Gain valuable market and product insight through the use of social media data mining
- Advanced tactics in personalized one-to-one marketing
- Test marketing initiatives through social media

Day One – 3:30

## **Digital Marketing Mix Optimization**

*An analytical approach to developing the optimal, integrated digital engagement strategy*

- Identify locations for customer demand for optimal resource allocation
- Determine which messages are driving success and develop a consistent brand message across all digital mediums
- Identify key advertising, marketing, internal and external drivers
- Provide an analytical framework for strategy assessment
- Support continuous feedback and improvement



Day Two - 8:30

## **Multi-Channel Analytics**

*Tackling the toughest online and offline measurement challenges*

- Incorporate forward-looking insight to execute successful multi-channel marketing activities
- Gain comprehensive business insights across all customer touch points
- Utilize effective analysis to gain deep access into customer behavior and trends
- Correlate customer interactions across multiple channels
- Integrate multi-channel analytics into broader strategic planning initiatives

Day Two – 9:45

## **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

Day Two – 11:00

## **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

Day Two – 1:00

## **Search Engine Marketing Optimization**

*Increase site visibility through an analytics approach to search engine measuring and monitoring*

Day Two – 1:50

## **Social Media Analytics**

*Utilize performance management techniques to effectively measure the results of social media marketing initiatives*

Day Two – 2:40

## **Digital ROI & Performance Analysis**

*Measure and monitor returns on emerging media marketing spend*

- Quantify the benefit of each marketing investment using rigorous measurement practices
- Use an evidence-based approach to ensure plan effectiveness
- Decision support that aligns market insight to business needs and objectives
- Create test and learn models for continuous analysis

# Business Analytics Week 2012

## *Unique Learning Opportunities*

**Business Analytics Week 2012** is the premier thought leadership and networking summit on the market. With more than ten distinct tracks and workshops, delegates are given a unique opportunity to learn from dozens of top practitioners from the nation's leading organizations. The curriculum is designed specifically to address both functional analytics and business strategy to create an integrated, cross-functional perspective.

## *Premier Networking Event*

We recognize the importance of networking before, during and after the event. Hundreds of analytics professionals will be in attendance at **Business Analytics Week 2012**, fostering a tremendous opportunity to network with business people from a breadth of industry and functional backgrounds. Several networking receptions and breaks are scheduled throughout the course of the week. Additionally, all attendees are given membership into the Gateway Analytics Network to facilitate pre and post event learning and networking.

## *Vendor-Neutrality*

Gateway Management takes pride in the vendor-neutrality at **Business Analytics Week 2012**. We take strong steps to ensure that both plenary and breakout sessions are void of software or solution pitches.

Monday February 6, 2012	FP&A 2012	Talent Management Planning & Analysis
	HR Planning & Analysis 2012	Workforce Planning & Analysis
Tuesday February 7, 2012	FP&A 2012	Talent Management Planning & Analysis
	HR Planning & Analysis 2012	Workforce Planning & Analysis
Wednesday February 8, 2012	Predictive Analytics & Business Insights	
	Analytics Workshops	
Thursday February 9, 2012	Predictive Analytics & Business Insights	
	Marketing Planning & Analysis 2012	B2B Marketing Planning & Analysis 2012
		Consumer Marketing Planning & Analysis 2012
Digital Analytics 2012		
Friday February 10, 2012	Marketing Planning & Analysis 2012	B2B Marketing Planning & Analysis 2012
		Consumer Marketing Planning & Analysis 2012
		Digital Analytics 2012

# A unique Networking Opportunity

Not only do attendees come to learn innovative skills and best practices in business planning and analytics, they also come to meet with peers from different industries across and functional backgrounds. 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*

An entire week of cross-functional analytics will cover topics related to both online and offline marketing, FP&A, workforce analytics, predictive and business insights. Several networking receptions will be taking place throughout the week, providing a great opportunity to meet and learn from hundreds of attendees from these distinct areas of focus. Additionally, an online community will provide a continuous forum for continued engagement among attendees and presenters before and after the event.



## Marketing Planning & Analysis

Recent attendee organizations include:

Accuray  
Actelion Pharmaceuticals  
Adobe Systems  
Affymetrix  
AGCO  
Alere  
Allstate  
American Superconductor  
Amway  
AMICA MUTUAL INSURANCE  
AppliedMicro Circuits  
Appro  
Array BioPharma  
Audi  
Atmel  
Bank of the West  
BASF  
Beekley  
Blessing Health  
Briggs International  
Cadence  
Cedar Sinai  
Celanese Corporation  
Centura Health  
Cepheid  
Charles Schwab  
Chik-Fil-A  
Chipotle  
Chiquita  
Cisco  
Citrix  
CNN  
Comcast  
ConAgra  
Copa Airlines  
Cox  
Dean Foods  
Diebold  
Dolby  
Dominoes  
EA  
eBay  
EJ Gallo  
Emerson  
Eon US  
ESPN  
Exelon Corporation  
Expedia  
F5  
Facebook  
FedEx  
Ferring Pharma  
Fifth Third Bank  
FL Smidth  
Flour  
Foot Locker  
FW Murphy  
Gap Inc.  
Genentech  
Gilead  
Grant Thornton LLP  
Hamilton Beach Brands, Inc.  
IHG  
Infinity Pharmaceuticals  
Intuit  
JCI  
JDS Uniphase  
JP Morgan  
Juniper  
Gap Inc.  
Genworth  
Hardies  
Harvard Clinical Research Institute  
JDS Uniphase  
Johnson Matthey  
JP Morgan  
Juniper  
Keurig  
Kaiser Permanente  
KLA-Tencore  
Lam Research  
Lancer Corp  
Land O' Lakes  
Levi's  
Lexis Nexis  
Liberty Mutual Group  
Life Technologies  
Lincoln Industries  
McDean  
Maxwell Technologies  
Maxygen, Inc.  
Macys.com  
Lonza  
Mercedes-Benz USA  
MGM Resorts  
Micron Technology  
Microsoft Corporation  
Morrison & Foerster LLP  
Mutual of Omaha  
Nestle  
NetApp  
Nike  
Nissan  
Omniceil, Inc.  
Papa Murphy's Intl.  
PayPal  
Popeyes Louisiana Kitchen  
Procter & Gamble Company  
RCI  
Rent-A-Center  
Research In Motion  
Roche  
SanDisk  
Sara Lee  
Scottrade  
Sephora  
Stryker  
Symantec  
Tibco  
Timberland  
Tempur Pedic  
Trident Micro  
URS  
USAA  
Visa Inc  
Vonage  
WellPoint, Inc.  
Wells Fargo  
Turner Sports  
And many more...

San Francisco

# Area, Venue & Travel Information



Room Rate  
**\$ 149.<sup>00</sup> / 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:

## 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](http://www.nasba.org).

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



Digital Marketing Planning & Analysis

# Registration & Contact Information

## Registration Form

\_\_\_\_\_  
Name

\_\_\_\_\_ 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.

## Marketing Planning & Analysis Fees

<input type="checkbox"/>	Early Registration <i>Thursday &amp; Friday Event</i>	\$ 1,599. <sup>00</sup>
<input type="checkbox"/>	Standard Registration <i>Thursday &amp; Friday Event</i>	\$ 1,799. <sup>00</sup>
<input type="checkbox"/>	Additional Attendee <i>Thursday &amp; Friday Event</i>	\$ 1,299. <sup>00</sup>
<input type="checkbox"/>	3 Attendee Rate	\$ 3,999. <sup>00</sup>

## Business Analytics Week Add-On Options

<input type="checkbox"/>	Day One of Predictive Analytics & Business Insights <i>Wednesday, December 8<sup>th</sup></i>	\$ 599. <sup>00</sup>
<input type="checkbox"/>	Business Analytics half-day Workshop	\$ 399. <sup>00</sup>
<input type="checkbox"/>	Business Analytics Week <i>Five Day Event</i>	\$ 2,799. <sup>00</sup>

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

## Call

510-768-7920

## Fax

510-380-7377

## Online

[www.gmi-solutions.com](http://www.gmi-solutions.com)

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

[jbrown@gmi-solutions.com](mailto:jbrown@gmi-solutions.com)