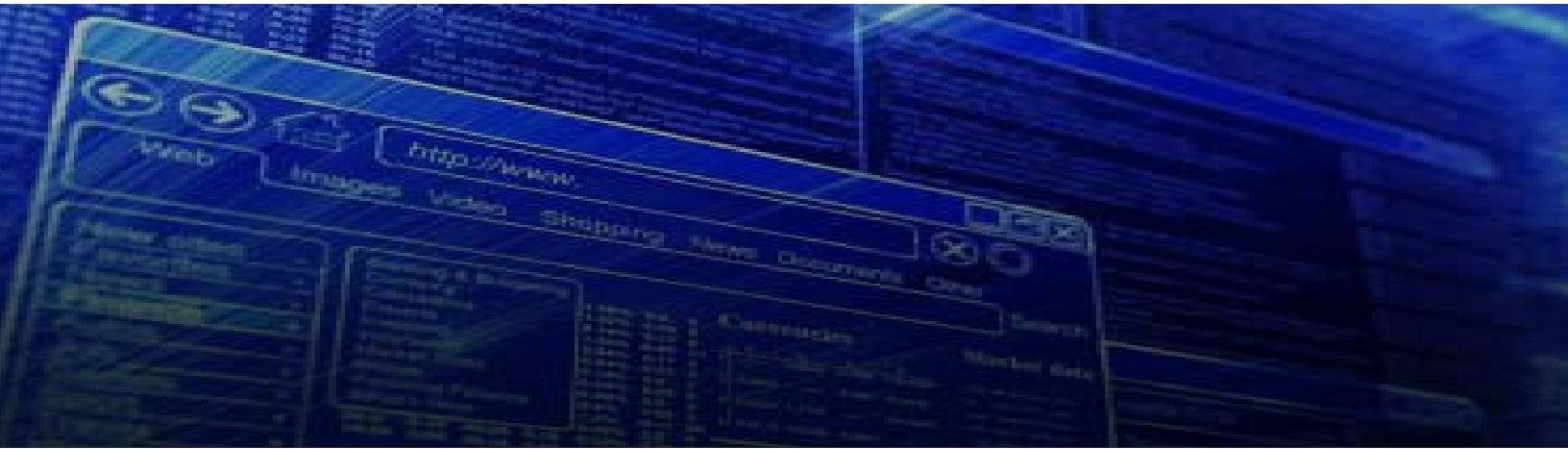


September 12th & 13th • San Francisco, CA

 Gateway Management Inc.

Interactive Marketing Planning & Analysis *2011*



Marketing Analytics
Social Media Intelligence
Data Usage, Ownership and Management
Digital Marketing Strategic Roadmap
Customer Insight
Integrated Emerging Media
ROI and Performance Analysis



510-768-7920 ♦ www.gmi-solutions.com

Earn 12 CPE Credits

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 **Digital Marketing Strategic Roadmap**
A systematic framework for implementing a leading digital marketing planning program

Noon Lunch & Networking Break

1:00 pm **Search Engine Marketing Optimization**
Promote brand and web presence through increased visibility

2:15 pm **Social Media Intelligence**
Social media monitoring strategies for brand, campaign and customer insight

3:30 pm **Mobile Marketing Planning and Analysis**
Develop a strategic approach for mobile go-to-market

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 **Integrated Emerging Media**
Are you leading or lagging in the new media marketing ecosystem

Noon Lunch & Networking Break

1:00 pm **Display Advertising Analytics**
Measure and monitor the impact of online display ad campaigns

2:15 pm **Emerging Media ROI & Performance Analysis**
Measure and monitor returns on emerging media marketing spend

3:30 pm Adjourn

Interactive 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 relevant data available to them is a key factor in effective strategic planning. **Interactive Marketing Planning & Analysis 2011** is a comprehensive event focused on cross-functional integration, leveraging data, and advanced applications of emerging media such as mobile, digital, social media and display advertising

Interactive Marketing Planning & Analysis 2011 is designed to give you effective tools for forecasting, measuring, monitoring and managing interactive marketing initiatives. 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

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:

Best Practices & Strategy Sessions

1:00 pm

Search Engine Marketing Optimization

Promote brand and web presence through increased visibility

- Creative optimization techniques to increase ad relevancy to end-user
- Methods to test and monitor efficiency gains
- Create a search-term bidding strategy aligned to marketing and business objectives
- Effective planning techniques for capturing web traffic through both branded and non-branded search terms

2:15 pm

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

3:30 pm

Mobile Marketing Planning and Analysis

Develop a strategic approach for mobile go-to-market

- Use an analytical approach to gauge the effectiveness of mobile campaigns
- Develop a mobile marketing strategy that supports product and service offerings
- Align mobile marketing to strategic and brand objectives
- Analyze mobile marketing relative to overall marketing mix

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

Integrated Emerging Media

Are you leading or lagging in the new media marketing ecosystem

- Visualize how branding translates across interactive media outlets
- Increase customer intimacy to enable deeper relationships and improve service
- Use metrics and analytics to gauge performance in key areas
- Develop techniques for consistent and seamless branding



Day Two:

Best Practices & Strategy Sessions

1:00 pm

Display Advertising Analytics

Measure and monitor the impact of online display ad campaigns

- Use optimization and targeting methods to increase banner advertising relevancy
- Measure increased branding value through display ads
- Increase click-conversion rate and increase display advertising ROI

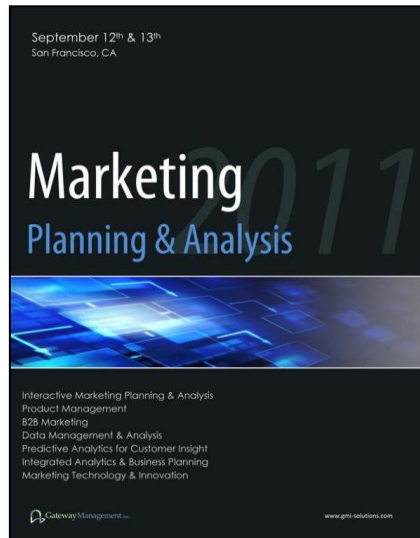
2:15 pm

Emerging Media ROI & Performance Analysis

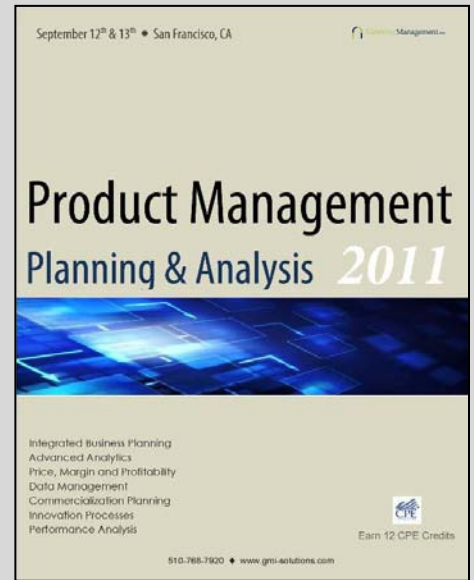
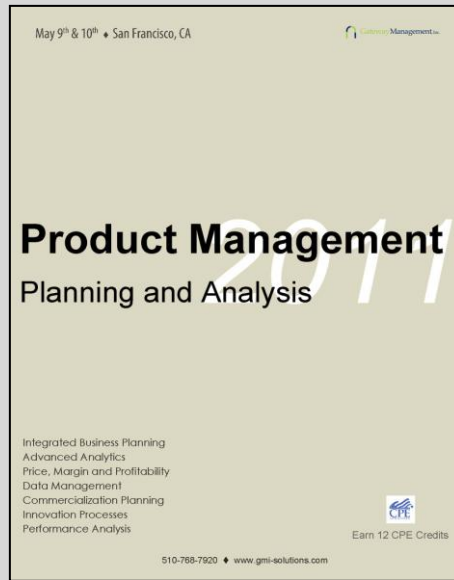
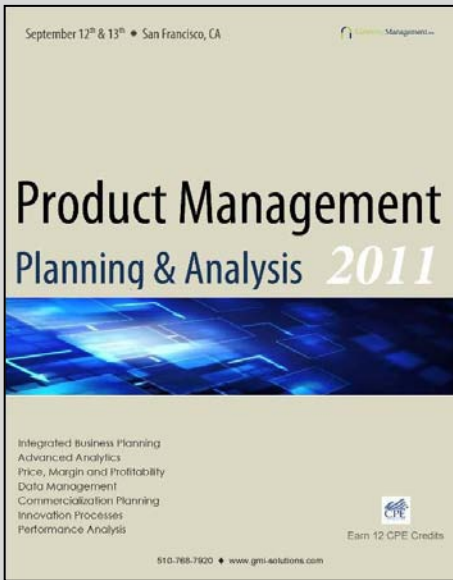
Measure and monitor returns on emerging media marketing spend

- 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

Integrated Business Planning 2011 is a premier, three-track, cross-functional learning and networking event



(Click an image to access full brochure)



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

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 supply chain, S&OP, data management, product management and marketing will be in attendance. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better performance.



Product Management 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



Product Management

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

Early Registration \$ 1,599.00

Standard Registration \$ 1,799.00

3 Attendee Group Rate \$ 3,995.00

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