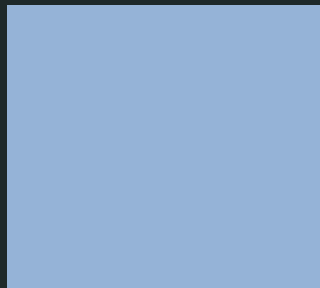
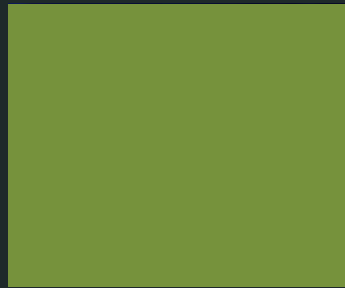


Marketing Planning & Analysis *2011*



Marketing Forecasting & Scenario Planning
Leveraging Customer Insight ♦ Product Price Optimization
Maximize Marketing ROI Through Analytics ♦ Marketing Performance Analysis
Data Translation, Interpretation and Quality Analysis





Program Agenda

Monday, September 27th, Day One

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:
Integrated Business Planning
Improve organizational performance with cross functional enterprise planning

9:45 am Keynote:
Leveraging Customer Insight
What drives your customers and how do you segment them according to their value

11:00 am **Data Consolidation & Aggregation**
Reduce time and improve accuracy of data collection

Noon Lunch & Networking Break

1:00 pm **Advanced Analytics**
How using advanced testing and modeling techniques better predicts market behavior

2:15 pm **Marketing Forecasting and Scenario Analysis**
Forecasting tactics for accurate marketing and sales planning

3:30 pm **Product Price Optimization**
Support managerial pricing decisions with better operational analysis

4:30 pm **Technology Brief:** Leverage technology and integrate marketing analytics across the organization

Tuesday, September 28th, Day Two

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

9:45 am **Data Translation, Interpretation and Quality Analysis**
Develop meaningful interpretations and recommendations to drive better business decisions

11:00 am **“Value-Based” Customer Management**
Determine customer value for effective targeting and ROI optimization

Noon Lunch & Networking Break

1:00 pm **ROI Optimization and Marketing Accountability**
Identify returns on marketing activities for more efficient use of marketing capital

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

3:30 pm **Marketing Intelligence Panel: Collaboration**
Harness marketing and financial analytics to promote better sales and strategic planning

4:30 pm **Adjourn**

Marketing Intelligence Forum



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. Marketing Planning and Analytics drives sales performance, competitive advantage and growth.

Marketing Planning and Analysis 2011 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.

Marketing Planning & Analysis 2011

Marketing Planning & Analysis 2011 is a comprehensive training and networking opportunity that is uniquely designed for business professionals working in marketing, sales, product and business intelligence. Presentations and case studies are delivered by expert industry practitioners and methodologists to provide new insight and build upon existing skills. This format allows attendees to assess best practices from leading organizations and learn how to apply the challenging approaches through hands on learning.

The 2011 MP&A Summit Snapshot

- 2 days of advanced Marketing Planning & Analysis strategies
- 12 presentations on innovative topics
- Best practice case studies from industry leading practitioners and experts
- Useful guidance from pioneering methodologists with unique insight
- Take home presentations
- Group software demonstration opportunities for CRM



Day One:

Keynote Case Studies & Best Practices



8:30 am

Keynote: Integrated Business Planning

Improve organizational performance with cross functional enterprise planning

- Use a functionally integrated approach for streamlined business planning
- Leverage technology and advanced processes for more accurate enterprise information
- Insure financial, marketing and workforce plans are linked to strategic plan
- Evaluate plans and activities based on the true economic impact of each consideration
- Extend visibility to identify impacts of specific market events well into the future

9:45 am

Keynote: Leveraging Customer Insight

What drives your customers and how do you segment them according to their value

- 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

11:00 am

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

510-984-3620 ♦ www.gmi-solutions.com

Contact Josh Powell for detailed speaker information:

jpowell@gmi-solutions.com



Day One:

Best Practices & Strategy Sessions

1:00 pm

Advanced Analytics

How using advanced testing and modeling techniques better predicts market behavior

- 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

Marketing Forecasting and Scenario Planning

Forecasting tactics for accurate marketing and sales planning

- Develop driver based models that incorporate key business drivers
- Utilize “what if” scenarios for exploring alternative decisions or actions to predict possible outcomes
- Capitalize on analytics to improve forecasting and planning
- Take advantage of innovative tools for improved predictability
- Develop better line of site to business and marketing needs

3:30 pm

Product Price Optimization

Support managerial pricing decisions with better operational analysis

- 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: 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

9:45 am

Data Translation, Interpretation and Quality Analysis

Develop meaningful interpretations and recommendations 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

“Value-Based” Customer Management

Determine customer value for effective targeting and ROI optimization

- Analyze the lifetime value of individual customers
- Use a value-based approach to product and service development
- Use data to determine customer value in markets where you compete
- Leverage data to transition from campaign-based to customer-based marketing
- Gain a better understanding of your offerings versus the competition



Day Two:

Best Practices & Strategy Sessions

1:00 pm

ROI Optimization and Marketing Accountability

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

- 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
- Effective analysis for senior management to make more informed decisions

2:15 pm

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

3:30 pm

Marketing Intelligence Panel: Keeping the Creative Edge

Merging analytical science with the art of good marketing

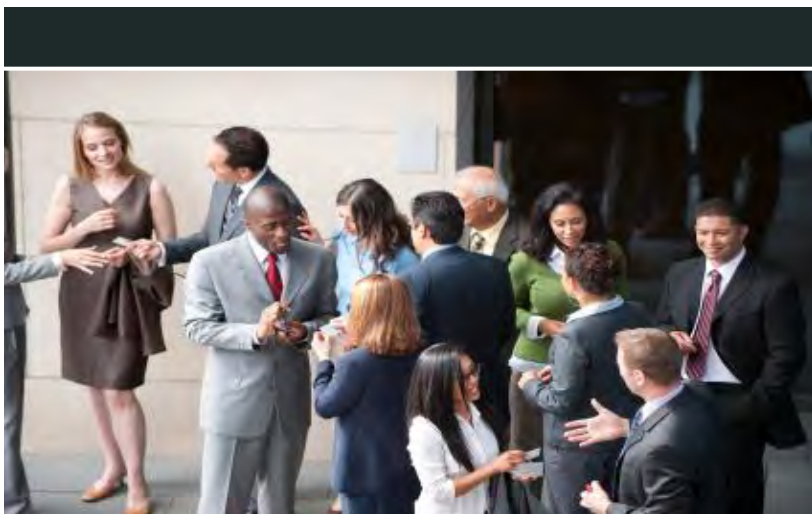
- Bridge the gap between data analysis and effective marketing
- Discuss emerging trends in marketing planning and execution
- Analyze best practices for leveraging marketing data and drive marketing results
- Challenge current concepts and strategies for maximizing marketing analytics
- Share stories from the field, scenarios and opportunities for improved marketing

Networking Opportunities

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, we have chosen the most unique, tasteful and thought provoking environment available in San Francisco to host a networking reception.

Network with colleagues and industry experts in one of the nation's most esteemed art galleries.

John Pence Gallery is located in the heart of the city, exhibiting classical American realist paintings in this expansive pavilion. During this reception, guests are offered the opportunity to peruse the collection and mingle with colleagues and presenters. A representative will be on hand to answer any questions about the city, the conference or the art.



Marketing Planning & Analysis 2011

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

Chipotle Mexican Grill	Metaswitch
Express Scripts	Direct Energy
Sara Lee	Crowe Paradis Services
facebook	Kobie
Hamilton Beach Brands, Inc.	Lonza
Salt River Project	Zodiac Pool Systems
Toyota	Beekley
Research in Motion	FL Smidth
Kaiser Permanente	Copa Airlines
Qualcomm	Access Pass & Design
Roche	AHIMA
Juniper	Ametek
Wells Fargo	BitTorrent Inc.
Maxwell Technologies	Bryant Rubber
Arup	Colorado Technical University
YSU	Cross Country Home Services
Abraxas Energy Consulting	F5
Bonneville Environmental	Genomic Health
Infinity Pharmaceuticals	GreenRoad Technologies
Medicis	Jacksonville Aviation Authority
Belo	Life Technologies Corporation
Tempur Pedic	Lyrus
eSource	Majestic Steel
Genentech	Maxygen, Inc.
Lithia	Milestone AV Technologies
Citrix	Redwood Trust
Palm	Transtector Systems, Inc.
Southwest Airlines	URS
PayPal	Wafergen Bio-Systems, Inc.
Ernst & Young	ZIN Technologies, Inc.
Symantec	Resource Planning Solutions
IAC	OnBase
Arrow Electronics	Security Benefit
Blue Shield of CA	Intcomex
Apple	Occam Networks
PG&E	Unified TelData Inc
Jones Hearing	JAKKS
UHC	Tibco
Rack Space	Radian
Cummins	3ds
Nike	Hardie's Fruit and Vegetable
NetApp	Merisant
Eon US	MRC
Cadence	Accuray Incorporated
Intuit	RDO Equipment Co.
Price Waterhouse Coopers	Bazaar Voice
Adobe Systems	Microsoft

San Francisco

Area, Venue & Travel Information



Earn CPEs



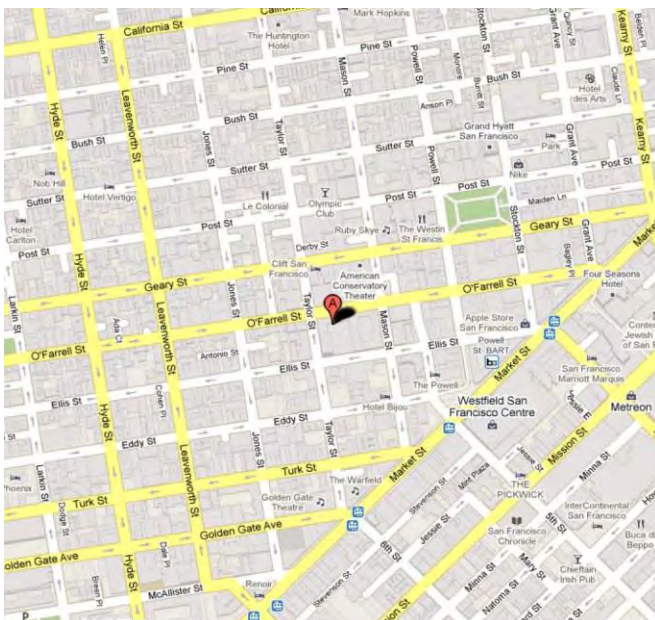
CPE Credits: 12

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

To view area map and venue location hold the CTRL key and:

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Area – San Francisco, Union Square

Located on San Francisco's historic Union Square, our venue is located in the heart of the city's shopping, restaurant, accommodation and entertainment epicenter. 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 prime location offers dozens of choices of accommodations from boutique to internationally recognized brands.

Travel

There are two convenient airports to serve attendees; San Francisco and Oakland International. Both have convenient public transportation by way of BART. Take BART from either airport toward Downtown San Francisco where you will exit at Powell Street Station. Use the accompanying map to walk or cab the 4 blocks to our venue

Venue – Hilton San Francisco Union Square

Venue Address:

**Hilton San Francisco Union Square
333 O'Farrell Street, San Francisco, CA 94102**



Marketing Planning & Analysis 2011, San Francisco

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 November 12, 2011

Call

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Online

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For group discounts, packages and local information please email Josh Powell:

jpowell@gmi-solutions.com