

January 31 – February 1, 2011  
San Francisco

# Marketing Intelligence

# 2011



Marketing Planning & Analysis  
Advanced Marketing Analytics  
Social Media, Mobile & Web Marketing Tools  
Data Management & Analysis  
Predictive Analytics for Customer Insight  
Integrated Analytics & Business Planning  
Marketing Technology & Innovation



Gateway Management, Inc.

Earn 12 CPE Credits

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# Program Agenda



Day One: Monday, January 31<sup>st</sup>

8:00 am Registration, Orientation & Continental Breakfast

## Keynote Sessions

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

9:45 am **Evidence-Based Decision Making for Marketing**  
*Utilize KPIs and performance drivers to impact marketing and operational results*

### Marketing Planning Track A

### Marketing Execution Track B

11:00 am **Marketing Mix Optimization**  
*A two-edged sword – techniques to avoid stabbing yourself*

**Problem-Solving Under Uncertainty**  
*Develop ideal experiment design to test market outcomes*

12:00 pm Lunch & Networking Break

1:00 pm **Pricing Planning and Analysis**  
*Support managerial pricing decisions with better operational analysis*

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

2:15 pm **Marketing Accountability System**  
*Determine appropriate effectiveness metrics and communicate results throughout the organization*

**Analytics for ROI Optimization**  
*Identify returns on marketing activities for more efficient use of marketing capital*

3:30 pm **Sales and Marketing Alignment**  
*Synchronize campaign initiatives with sales data for greater marketing efficiency*

**Marketing Forecasting and Scenario Analysis**  
*Forecasting tactics for accurate marketing and sales planning*

4:30 pm Adjourn

5:00 pm **Networking Reception**



# Program Agenda

Day Two: Tuesday, February 1<sup>st</sup>

8:00 am Registration, Orientation & Continental Breakfast

## Keynote Sessions

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

9:45 am **Data Consolidation & Aggregation**  
*Reduce time and improve accuracy of data collection*

### Innovative Strategies Track C

### Advanced Analytics Track D

11:00 am **Search Engine Marketing Optimization**  
*Promote brand and web presence through increased visibility*

**Predictive Analytics for Market Insight**  
*Gain better market insight through the use of predictive modeling*

12:00 pm Lunch & Networking Break

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

**Integrated Analytics**  
*Create cross-functional analytical processes to empower organizational decision making*

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

**Competitive Analytics**  
*Gain competitor insight for better positioning and competitive advantage*

3:30 pm **Marketing Intelligence Panel**  
*Interactive Q&A and dialogue session with forum presenters and attendees*

4:30 pm Adjourn

# Marketing Intelligence 2011



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. **Marketing Intelligence 2011** is a comprehensive learning and networking opportunity analyzing the most pressing concerns of marketing planning through the use of analytical insight.

*Marketing Intelligence 2011 is a unique opportunity for those looking to expand their knowledge of marketing planning and analysis through the effective use of analytical insight.*

**Marketing Intelligence 2011** is a four-track event focused on marketing strategy, execution and cutting-edge topics that support marketing success. 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. Plenary keynote addresses will be presented each morning by some of today's top marketing leaders. Following these keynote sessions, attendees will then choose the track that is most relevant to their interest allowing the opportunity to learn from case studies and in-depth learning exercises.

## 4 components of **Marketing Intelligence 2011**

### **Marketing Planning**

*Leverage analytics for better positioning and marketing strategy*

### **Marketing Execution**

*Develop systems for continuous analysis and marketing improvement*

### **Innovative Strategies**

*Cutting edge tactics for increased marketing performance*

### **Advanced Analytics**

*Develop predictive and competitive insight capabilities*

3 Attendee Group Rate

**\$ 3,995.<sup>00</sup>**

Day One

# Keynote Sessions



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

## **Evidence-Based Decision Making for Marketing**

*Making effective strategic decisions through data analysis*

- Leverage technology for improved accuracy, deeper business knowledge and real time decision making
- Optimize the quantity and quality of useful information
- Implement evolving techniques to help drive effective strategy planning and execution
- Utilize a management system to monitor and drive performance
- Define essential information, KPIs and business rules that apply

# Marketing Planning

Track A

11:00

## **Marketing Mix Optimization**

*A two-edged sword – techniques to avoid stabbing yourself*

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

1:00

## **Pricing Planning & Analysis**

*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

2:15

## **Marketing Accountability System**

*Determine appropriate effectiveness metrics and communicate results throughout the organization*

- Developing cross-functional support to align people, process, data, metrics and technology
- Alignment of marketing objectives with business goals
- Learn which analytical tools are best suited for marketing success

3:30

## **Sales and Marketing Alignment**

*Synchronize campaign initiatives with sales data for greater marketing efficiency*

- Create a common language, shared outcomes, processes and performance measures
- Develop cross functional alignment through effective communication
- Create accountability systems for internal stakeholders

11:00

### **Problem-Solving Under Uncertainty**

*Develop ideal experiment design to test market outcomes*

- Identify random and casual components for every outcome
- Learn to differentiate between random and casual components and respond to them accordingly
- Develop and integrate test and learn processes throughout the marketing function

1:00

### **“Value-Based” Customer Management**

*Determine customer value for effective targeting and ROI optimization*

- 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

### **Analytics for ROI Optimization**

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

- Quantify the benefit of each marketing investment using rigorous measurement practices
- Adjust marketing spend through continuous monitoring
- Effective analysis for senior management to make more informed decisions

3:30

### **Marketing Forecasting and Scenario Analysis**

*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

Day Two

# Keynote Sessions



Day Two - 8:30

## 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 – 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

# Innovative Strategies

Track C

11:00

## **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

1:00

## **Display Advertising Spend Analysis**

*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

## **Social Media Intelligence**

*Social media search 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

11:00

## **Predictive Analytics for Market Insight**

*Gain better market insight through the use of predictive modeling*

- Develop better line of site to business and marketing needs
- Customer retention and product analysis metrics to optimize business performance
- Take advantage of innovative tools for improved predictability

1:00

## **Integrated Analytics**

*Create cross-functional analytical processes to empower organizational decision making*

- Use a functionally integrated approach for streamlined business planning
- Leverage technology and advanced processes for more accurate enterprise information
- Integrate descriptive and predictive analytics

2:15

## **Competitive Analytics**

*Gain competitor insight for better positioning and competitive advantage*

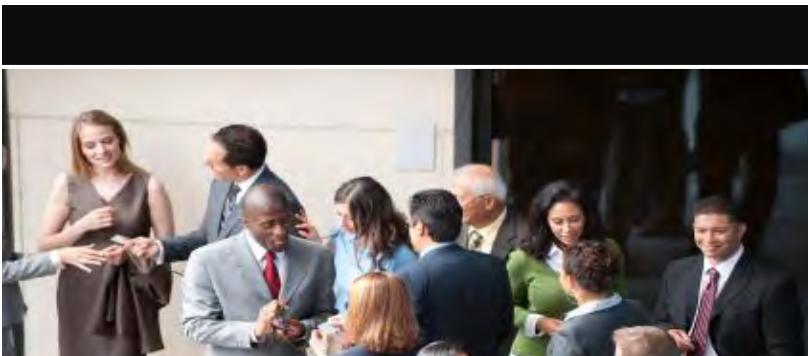
- Apply analytical insight to competitive market analysis
- Identify access and challenge points for new market entrants
- Use analytics to uncover unmet market needs

# 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, 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.



## Represented Companies

Attendees from these companies have attended past Planning & Analysis events:

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



## 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



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

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



Marketing Intelligence 2011

# 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 19, 2010

## 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)