

September 12th & 13th
San Francisco, CA

Marketing Planning & Analysis



Interactive Marketing Planning & Analysis
Product Management
B2B Marketing
Data Management & Analysis
Predictive Analytics for Customer Insight
Integrated Analytics & Business Planning
Marketing Technology & Innovation



Monday, September 12th

8:30 am	<p><i>Keynote</i> Competitive Advantage through Analytics <i>Harness analytics to promote better strategic planning and drive execution</i></p>		
9:30 am	<p><i>Keynote</i> Data Translation, Interpretation and Quality Analysis <i>Reduce time and improve accuracy of data collection</i></p>		
	<p>Track A: Interactive Marketing Planning & Analysis</p>	<p>Track B: Product Management Planning & Analysis</p>	<p>Track C: B2B Marketing Planning & Analysis</p>
11:00 am	<p>Digital Marketing Strategic Roadmap <i>A systematic framework for implementing a leading digital marketing planning program</i></p>	<p>Strategic Product Lifecycle Management <i>Build a holistic product management strategy based on lean principals</i></p>	<p>Data Driven Targeting <i>Evidence-based decision making for B2B marketing success</i></p>
12:00 pm	<p>Lunch and networking break</p>		
1:00 pm	<p>Search Engine Marketing Optimization <i>Promote brand and web presence through increased visibility</i></p>	<p>Integrated Commercialization Planning <i>Develop cross functional, full life-cycle product introduction capabilities</i></p>	<p>Advanced Marketing Analytics <i>Decision making based on facts, data and analytical insight</i></p>
2:15 pm	<p>Social Media Intelligence <i>Social media monitoring strategies for brand, campaign and customer insight</i></p>	<p>Advanced Product Innovation Processes <i>Leverage practices that promote efficient innovation throughout the organization</i></p>	<p>Sales and Marketing Alignment <i>Synchronize campaign initiatives with sales data for greater lead conversion</i></p>
3:30 pm	<p>Mobile Marketing Planning and Analysis <i>Develop a strategic approach for mobile go-to-market</i></p>	<p>Product Roadmapping <i>Engage in collaborative roadmapping with both internal and external stakeholders</i></p>	<p>B2B Pricing and Promotion Analytics <i>Evaluate pricing and promotion decisions with effective use of analytical insight</i></p>
4:30 pm	<p>Networking Reception</p>		

Tuesday, September 13th

8:30 am	<p><i>Keynote</i> Leveraging Customer Insight <i>What drives your customers and how do you segment them according to their value</i></p>		
9:30 am	<p><i>Keynote</i> Data Consolidation & Aggregation <i>Reduce time and improve accuracy of data collection</i></p>		
	<p>Track A: Interactive Marketing Planning & Analysis</p>	<p>Track B: Product Management Planning & Analysis</p>	<p>Track C: B2B Marketing Planning & Analysis</p>
11:00 am	<p>Integrated Emerging Media <i>Are you leading or lagging in the new media marketing ecosystem</i></p>	<p>Predictive Analytics for Customer Insight <i>Maximize new product introduction potential through effective predictive modeling</i></p>	<p>Marketing Mix Optimization for the Business Customer <i>Maximize resource allocation for more effective usage of marketing spend</i></p>
12:00 pm	<p>Lunch and networking break</p>		
1:00 pm	<p>Display Advertising Analytics <i>Measure and monitor the impact of online display ad campaigns</i></p>	<p>Competitive Intelligence <i>Develop a fact-based approach to understanding competitors</i></p>	<p>ROI Optimization and Value-Based Customer Management <i>Identify returns on marketing activities for more efficient use of marketing capital</i></p>
2:15 pm	<p>Emerging Media ROI & Performance Analysis <i>Measure and monitor returns on emerging media marketing spend</i></p>	<p>Product Finance, Price, Margin and Profitability <i>Support managerial decisions with product financial planning & analysis</i></p>	<p>B2B Marketing Performance Analysis <i>Utilize KPIs and performance drivers to impact financial and operational results</i></p>
3:30 pm	<p>Adjourn</p>		

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

Marketing Planning & Analysis 2011 is a unique opportunity for those looking to expand their knowledge of marketing planning through the effective use of analytical insight.

Marketing Planning & Analysis 2011 is a three-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 sessions that are most relevant to their interests, allowing the opportunity to learn from case studies and in-depth learning exercises.

Past Presenter Organizations Include



3 Attendee Group Rate

\$3,995.⁰⁰

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 – 9:30

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

1:00 pm

Interactive

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

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

Product

Strategic Product Lifecycle Management

Build a holistic product management strategy based on lean principals

- Control the complexity of the complete PLM value Chain
- Framework for cradle-to-grave product life-cycle model
- Forecasting costs from inception through market exit
- Capitalize on internal and external stakeholder capabilities for more efficient lifecycle management
- Gauging practices for understanding where a product is in its lifecycle

Integrated Commercialization Planning

Develop cross functional, full life-cycle product introduction capabilities

- Align commercialization plan with all stakeholders for effective launch
- Map path-to-market options and analyze which best supports commercialization
- Reduce risks that hinder a product from reaching its market potential
- Link supply data with production forecast
- Analyze a new product in respect to product portfolio

B2B

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

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

3:30 pm

Interactive

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

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

Product

Advanced Product Innovation Processes

Leverage practices that promote efficient innovation throughout the organization

- Create a single source of product and process knowledge to facilitate innovation
- Determine market constraints most relevant to product offerings
- Prioritize innovation needs to meet organizational goals
- Use innovation to create a portfolio mix that aligns strategic objectives
- Create an innovation mix that considers both organizational and customer needs

Product Roadmapping

Engage in collaborative roadmapping with both internal and external stakeholders

- Incorporate the most effective product management 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

B2B

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

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 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 – 9:30

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

Tuesday, September 13th

11:00 am

1:00 pm

Interactive

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

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

Product

Predictive Analytics for Customer Insight

Enhance new product introduction potential through effective 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
- Applying past customer data to predict product introduction results
- Measuring the lifetime value of customers for better forecasting

Competitive Intelligence

Develop a fact-based approach to understanding competitors

- Apply analytical insight to competitive market analysis
- Use advanced tactics to identify strengths and weaknesses of competitors
- Identify access and challenge points for new market entrants
- Use analytics to uncover unmet market needs
- Create dynamic competitor profiles to forecast changes in the competitive landscape

B2B

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

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

Tuesday, September 13th

2:15 am

Interactive

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

Product

Product Finance, Price, Margin and Profitability

Support managerial decisions with product financial planning & analysis

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

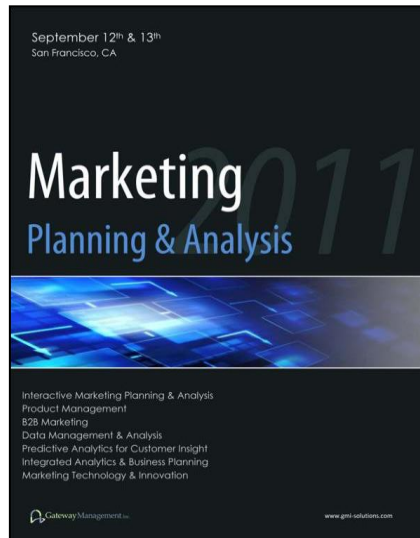
B2B

B2B Marketing Performance Analysis

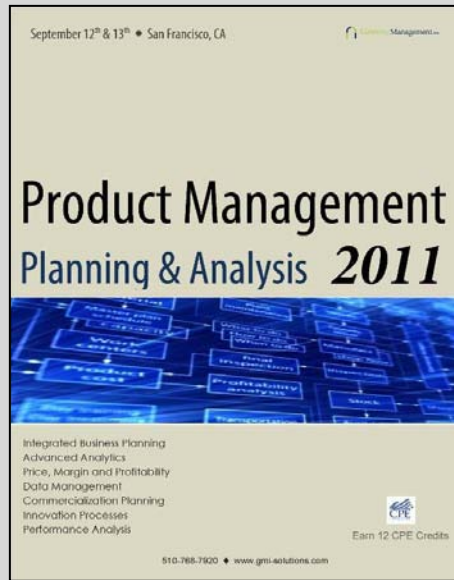
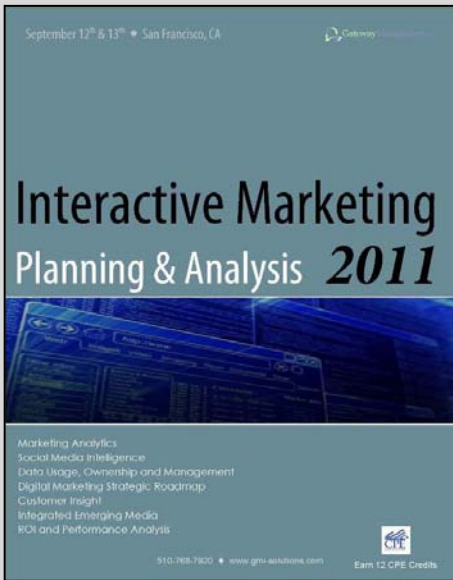
Utilize KPIs and performance drivers to impact financial and operational results

- 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



(Click an image to access full brochure)



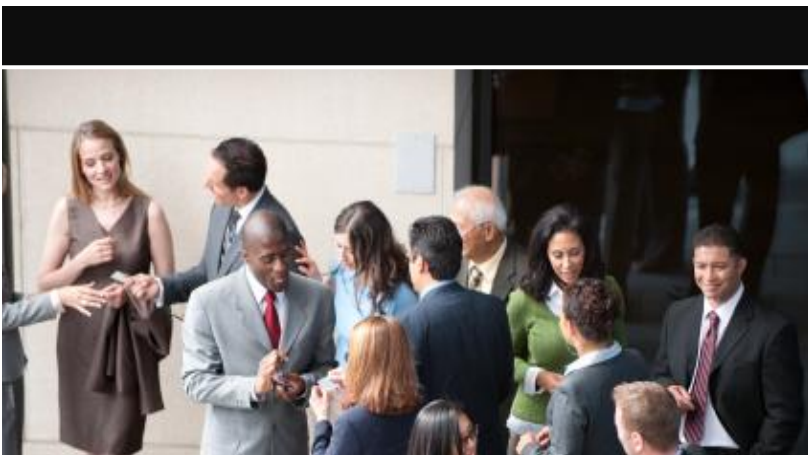
This unique collaborative program provides attendees the opportunity to learn from industry-leading practitioners and methodologists. Each morning, attendees will gather for keynote presentations from strategic planners and business intelligence executives from top organizations. Following these keynote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

Network with colleagues and industry experts from different analytical functions

This unique networking opportunity enhances attendees experience both on site and through subsequent relationships built at the event.



Represented Companies

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

Accuray
Actelion Pharmaceuticals
Adobe Systems
Affymetri
AGCO
Alere
Allstate
American Superconductor
Amway
AMICA MUTUAL INSURANCE COMPANY
AppliedMicro Circuits
Appro
Array BioPharma
Audi
Atmel
AutoTrader.com
Bank of the West
BASF
Beekley
Blessing Health
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Briggs International
Cadence
Carlson
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
England Logistics
Eon US
Ericsson
ESPN
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FedEx
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Fifth Third Bank
FL Smidth
Flour
Foot Locker
FW Murphy
Gap Inc.
Genentech
Gilead
Grant Thornton LLP
JCI
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Infinity Pharmaceuticals
INGRAM MICRO
Intuit
Jabil Circuit
JCI
JDS Uniphase
Johnson Matthey
JP Morgan
Juniper
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Lam Research
Lancer Corp
Land O' Lakes
Levi's
Lexis Nexis
Liberty Mutual Group
Life Technologies
McDean
Maxwell Technologies
Maxygen, Inc.
Macy's.com
Mercedes-Benz USA
MGM Resorts
Micron Technology
Microsoft Corporation
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
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Tibco
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USAA
Visa Inc
Vonage
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San Francisco

Area, Venue & Travel Information



WESTIN
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\$ 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

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



Marketing Planning & Analysis 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 June 24, 2011

Call

510-768-7920

Fax

510-380-7377

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www.gmi-solutions.com

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

jbrown@gmi-solutions.com