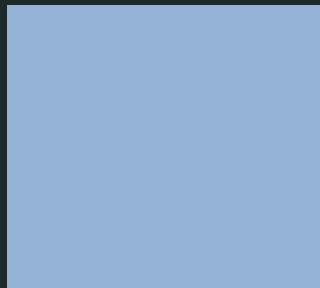


Marketing Planning & Analysis *2011*



Integrated Business Planning

Leveraging Customer Insight ♦ Forecasting and Scenario Analysis

Maximize Marketing ROI through Analytics ♦ Customer Insight and Competitive Analysis

Data Translation, Interpretation and Quality Analysis





Program Agenda

Monday, April 18th, 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

9:30 am Keynote:
Competitive Advantage Through Analytics
Harness analytics to promote better strategic planning and drive execution

11:00 am **Leveraging Customer Insight**
What drives your customers and how do you segment them according to their value

Noon Lunch & Networking Break

1:00 pm **Predictive 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 **Social Media Intelligence**
Social media search strategies for brand, campaign and customer insight

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

Tuesday, April 19th, Day Two

8:00 am Registration, orientation and opening remarks

8:30 am Keynote:
Advanced Analytics
Decision making based on facts, data and analytical insight

9:30 am Keynote:
Data Translation, Interpretation and Delivery
Deliver meaningful information to drive better business decisions

11:00 am **Marketing Mix Optimization**
Maximize resource allocation for more effective usage of marketing spend

Noon Lunch & Networking Break

1:00 pm **ROI and Value-Based Customer Management**
Determine customer value and identify returns on marketing activities

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

3:30 pm **Adjourn**

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.

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.

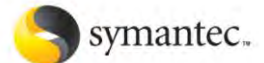
3 Attendee Group Rate

\$ 3,995.⁰⁰

Past Presenter Organizations Include



blue of california



Day One:

Keynote Case Studies & Best Practices



8:30 am

Keynote: 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 sales and operations 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

9:30 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

11:00 am

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



Day One:

Best Practices & Strategy Sessions

1:00 pm

Predictive 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

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

Day Two:

Keynote Case Studies & Best Practices



8:30 am

Keynote: Advanced Analytics

Optimize performance through the implementation and integration of advanced analytics

- Use advanced statistical and econometric methodologies to make better predictions
- Total cost minimization and net revenue maximization methodologies
- Develop models for better scenario planning for predictive sales and risk management
- Multivariate testing and advanced regression modeling
- Synthesize integrated analytical insights into tactical planning

9:30 am

Keynote: Data Translation, Interpretation and Quality Analysis

Develop meaningful interpretations and recommendations to drive business decisions

- Developing cross-functional support to align people, process, data, metrics and technology
- Implement controls to ensure data flow and integrity
- Cascade strategies across functions and departments to ensure successful execution
- Identify and evaluate process improvement methodologies for data collection and delivery
- Consistently extract, analyze and collate data from a variety of sources

11:00 am

Marketing Mix Optimization

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



Day Two:

Best Practices & Strategy Sessions

1:00 pm

ROI and Value-Based Customer Management

Determine customer value and identify return on marketing activities

- 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
- Quantify the benefit of each marketing investment using rigorous measurement practices
- 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

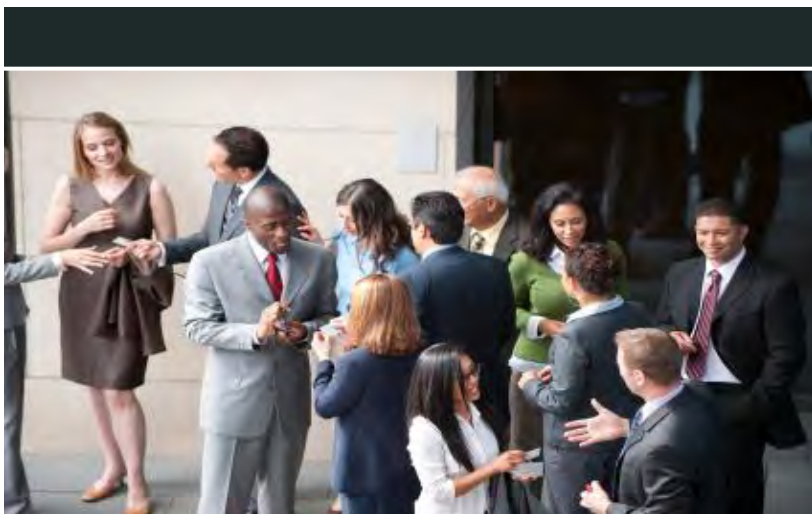
- Incorporate the most effective marketing measures
- Determine what KPIs are essential to meet strategic objectives
- Assess the input and performance metrics used in the forecasting process
- Utilize a management system to monitor and drive performance
- Develop timely, engaging reports with thorough analysis of results

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, attendees are given a chance to network with colleagues from across analytical functions.

Network with colleagues and industry experts from different analytical functions

Five business analytics tracks are being held simultaneously, focusing on S&OP, data management, marketing, financial and workforce planning and analysis. The combined networking event offers a great chance to learn from peers and discuss issues and initiatives that drive better performance.



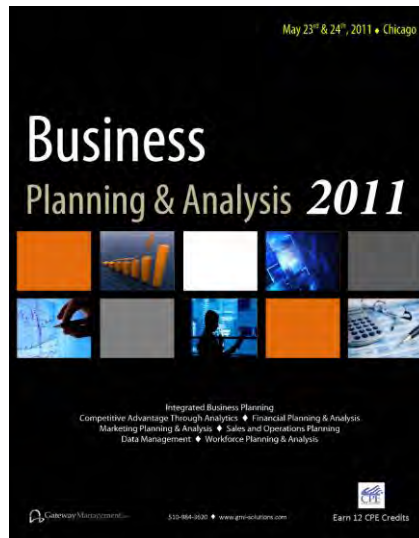
Data Management Planning & Analysis

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	Lyris
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

Marketing Planning & Analysis 2011

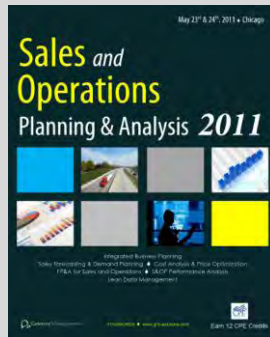
is one component of a functionally integrated, 5-track event



FP&A 2011



Marketing Planning & Analysis 2011



Sales and Operations Planning & Analysis 2011



Workforce Planning & Analysis 2011



Data Management Planning & Analysis 2011

(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

Chicago

Area, Venue & Travel Information



Room Rate
\$ 189.⁰⁰ / night

Reservations: (312) 332-1200

*Mention the **Gateway Management Room Block** to the customer service agent to receive this exclusive reduced rate.*

Online Reservations: [Gateway Management, Inc.](http://GatewayManagement.Inc)

Area – Chicago

Located in **Chicago's Downtown**, our venue is located in the heart of the city's shopping, restaurant, accommodation and entertainment epicenter. Gateway Management can assist you with information regarding **the area's best restaurants, hotels and shows** to maximize your experience outside the Summit.

Hotel and Accommodation Facilities

Gateway Management extensively reviews conference venues, choosing those that offer the best value to business travelers. We aggressively negotiate hotel rates at the venue location to offer maximum on-site convenience at the best price. Furthermore, our **venue's prime location offers dozens of choices of off-site accommodations** from boutique to internationally recognized brands.

Travel

Most guests will arrive via Chicago O'Hare International Airport or Chicago Midway International Airport. The venue is located approximately 20 minutes by car or shuttle. Once downtown, amenities are accessible via a short walk, taxi or public transportation.

Venue – "W" Chicago City Center

**Venue Address:
"W" Chicago City Center
172 West Adams
Chicago, IL 60603**



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



Marketing Planning & Analysis 2011, Chicago

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 January 28, 2011

Call

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

jbrown@gmi-solutions.com