

January 31 – February 1, 2011

San Francisco, CA

Marketing Planning & Analysis *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



Program Agenda



Day One: Monday, January 31st

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

ROI and Value-Based Customer Management
Determine customer value and identify returns on marketing activities

2:15 pm **Data Translation, Interpretation and Quality Analysis**
Develop meaningful interpretations and recommendations to drive business decisions

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

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

Marketing FP&A
Translate marketing variables into financial metrics

4:30 pm Adjourn

5:00 pm **Networking Reception**



Program Agenda

Day Two: Tuesday, February 1st

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	Social Media Intelligence <i>Social media search strategies for brand, campaign and customer insight</i>	Predictive Modeling for Customer Insight <i>Gain better market insight through the use of predictive modeling</i>
12:00 pm	Lunch & Networking Break	
1:00 pm	Search Engine Marketing Optimization <i>Promote brand and web presence through increased visibility</i>	Advanced Sales Analytics <i>Use analytical tools to drive decision making with key customer stakeholders</i>
2:15 pm	Display Advertising Spend Analysis <i>Measure and monitor the impact of online display ad campaigns</i>	Competitive Analytics <i>Gain competitor insight for better positioning and competitive advantage</i>
3:30 pm	Adjourn	

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 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 sessions that are most relevant to their interests, allowing the opportunity to learn from case studies and in-depth learning exercises.

Presenter Experience Includes

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WRIGLEY
A subsidiary of Mars, Incorporated

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MARKETSHARE
PARTNERS 

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 – 9:45

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

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
- 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

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

2:15

Marketing Forecasting and Scenario Analysis

Forecasting tactics for accurate marketing and sales planning

- 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 FP&A

Translate marketing variables into financial metrics

- Make budgeting less complex and more accurate
- Relate marketing plan to revenue, margin and working capital requirements
- Provide decision support aligned to business objectives and market environments

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

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

1:00

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 an search-term bidding strategy aligned to marketing and business objectives

2:15

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

11:00

Predictive Modeling for Customer 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

Advanced Sales Analytics

Use analytical tools to drive decision making with key customer stakeholders

- 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

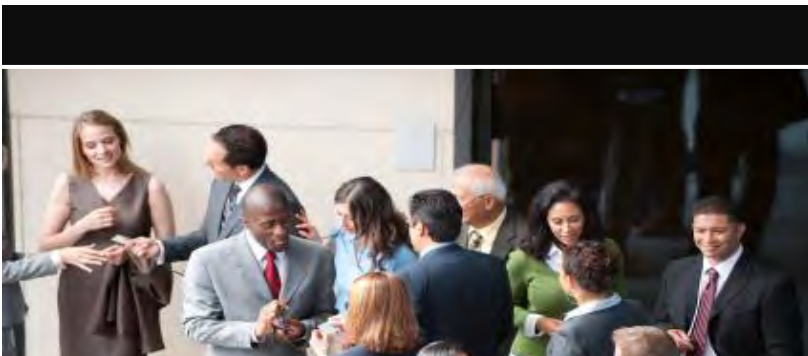
- Apply analytical insight to competitive market analysis
- Identify access and challenge points for new market entrants
- Use analytics to uncover unmet market needs

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



Room Rate
\$ 179.⁰⁰ / night

Reservations: **(866) 781-2364**

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

Online Reservations: [Click Here](#)

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 access to all that San Francisco has to offer. We have scouted locations throughout the city and find that the InterContinental San Francisco offers among the best accommodations that we can facilitate at our negotiated rate.

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 – Intercontinental San Francisco Hotel

Venue Address:

**Intercontinental San Francisco Hotel
888 Howard Street
San Francisco, CA 94103**



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

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 December 10, 2010

Call
510-768-7920

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