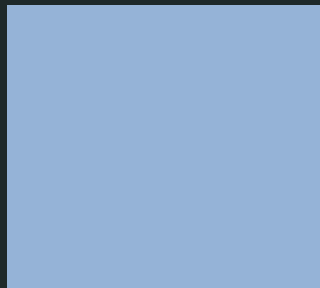
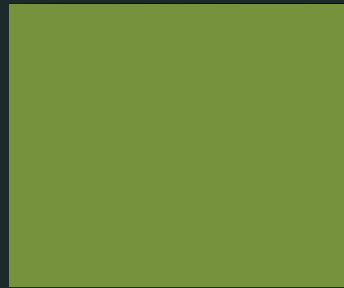


Marketing Planning & Analysis *2010*



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:**
Drive Revenue With Marketing Analytics
Establish marketing analytics as an essential part of the revenue team

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

2:15 pm **Product Price Optimization**
Support managerial pricing decisions with better operational analysis

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

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

9:45 am **ROI Optimization and Marketing Accountability**
Identify returns on marketing activities for more efficient use of marketing capital

11:00 am **Data Translation, Interpretation and Quality Analysis**
Develop meaningful interpretations and recommendations to drive better business decisions

Noon Lunch & Networking Break

1:00 pm **Performance Analysis**
Utilize KPIs and performance drivers to impact financial and operational results

2:15 pm **Communication & Integration**
Enhance organizational performance by promoting marketing planning and awareness

3:30 pm **Marketing Intelligence Panel: Keeping the Creative Edge**
Merging analytical science with the art of good marketing

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 2010 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 2010

Marketing Planning & Analysis 2010 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 2010 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: Drive Revenue With Marketing Analytics

Establishing marketing analytics as an essential part of the revenue team

- Use marketing analytics to reveal opportunities for revenue growth
- Utilize good pricing and customer engagement strategies
- Anticipating customer behavior for better sales execution
- Identifying customer value and taking customer-centric measures that build value
- Analyzing marketing campaign metrics to make better decisions and maximize ROI

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

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

2:15 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

3:30 pm

Marketing Intelligence Panel: Collaboration

Harnessing marketing and financial analytics to promote better sales and strategic planning

- Discuss correlations between FP&A and marketing planning
- Share best practices in marketing planning and analysis
- Analyze the current and future challenges in marketing planning
- Peer to peer observations that focus on leveraging analytics
- Share stories from the field, scenarios and outcomes for future planning

Day Two:

Keynote Case Studies & Best Practices



8:30 am

Keynote: 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

9:45 am

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

11:00 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



Day Two:

Best Practices & Strategy Sessions

1:00 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

2:45 pm

Communication & Integration

Enhance organizational performance by promoting marketing planning and awareness

- Maximize the liaison role between marketing and executive decision makers
- Incorporate planning and analysis throughout the organization
- Translate marketing data to engage employees and attain improved buy-in
- Provide access to information to promote accountability and transparency
- Assist departments and business units to track and achieve their performance

3:30 pm

Marketing Intelligence Panel: Keeping the Creative Edge

Merging analytical science with the art of good marketing

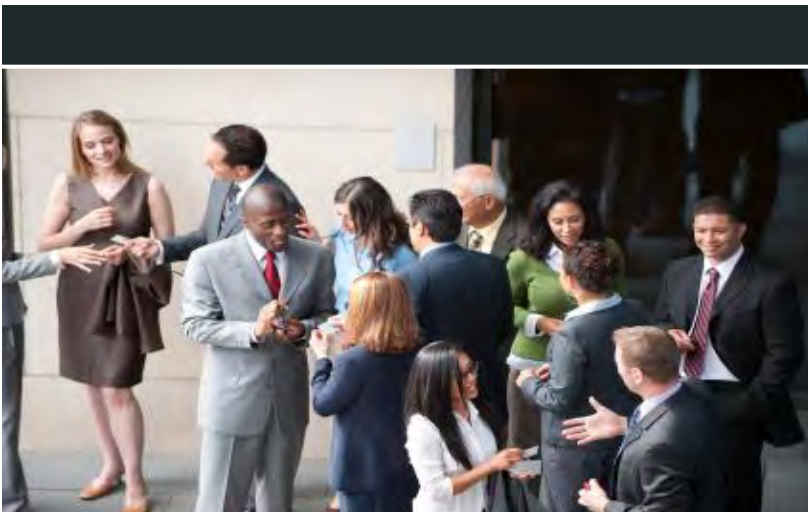
- Bridge the gap between data analysis and effective marketing
- Discuss emerging trends in marketing planning and execution
- Analyze best practices for leveraging marketing data and drive marketing results
- Challenge current concepts and strategies for maximizing marketing analytics
- Share stories 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 2010

Mastered Program DVD

MP&A 2010 provides a breadth of useful training, case studies and best practices, delivered by industry experts and practitioners. Gateway Management provides access to a mastered program DVD for organizations that want a second chance to view this content or share it among others in their marketing divisions. This DVD is available for purchase by any attending organization.

Take advantage of pre-conference pricing for the program DVD. Any registered attendee(s) will receive the early purchase rate of:

\$ 799.⁰⁰

For more information on the mastered program DVD, please contact Josh Powell at:

jpowell@gmi-solutions.com



San Francisco

Area, Venue & Travel Information



Earn CPEs



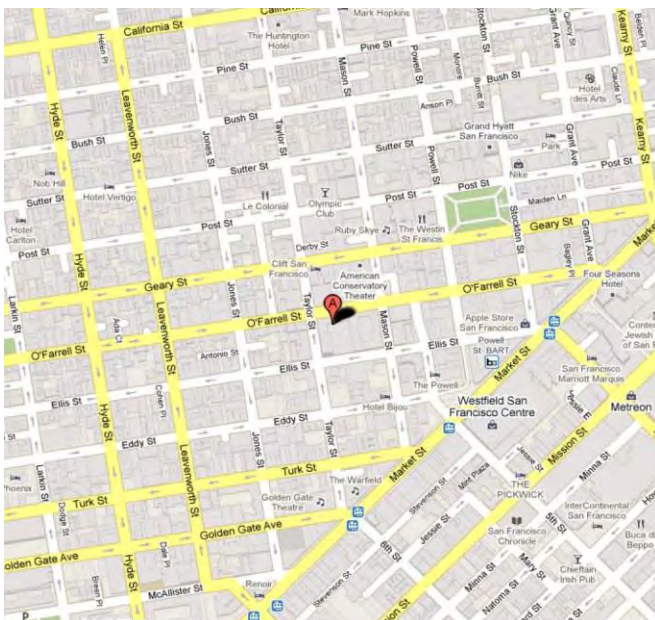
CPE Credits: 12

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:

❖❖❖ [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 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**



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

<input type="checkbox"/>	Early Registration	\$ 1,599.00
<input type="checkbox"/>	Standard Registration	\$ 1,799.00
<input type="checkbox"/>	3 Attendee Group Rate	\$ 3,995.00
<input type="checkbox"/>	Additional Attendee	\$ 1,299.00

For "Early Registration", register by August 13, 2010

Call

510-984-3620

Fax

510-380-7377

Online

www.gmi-solutions.com

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

jpowell@gmi-solutions.com