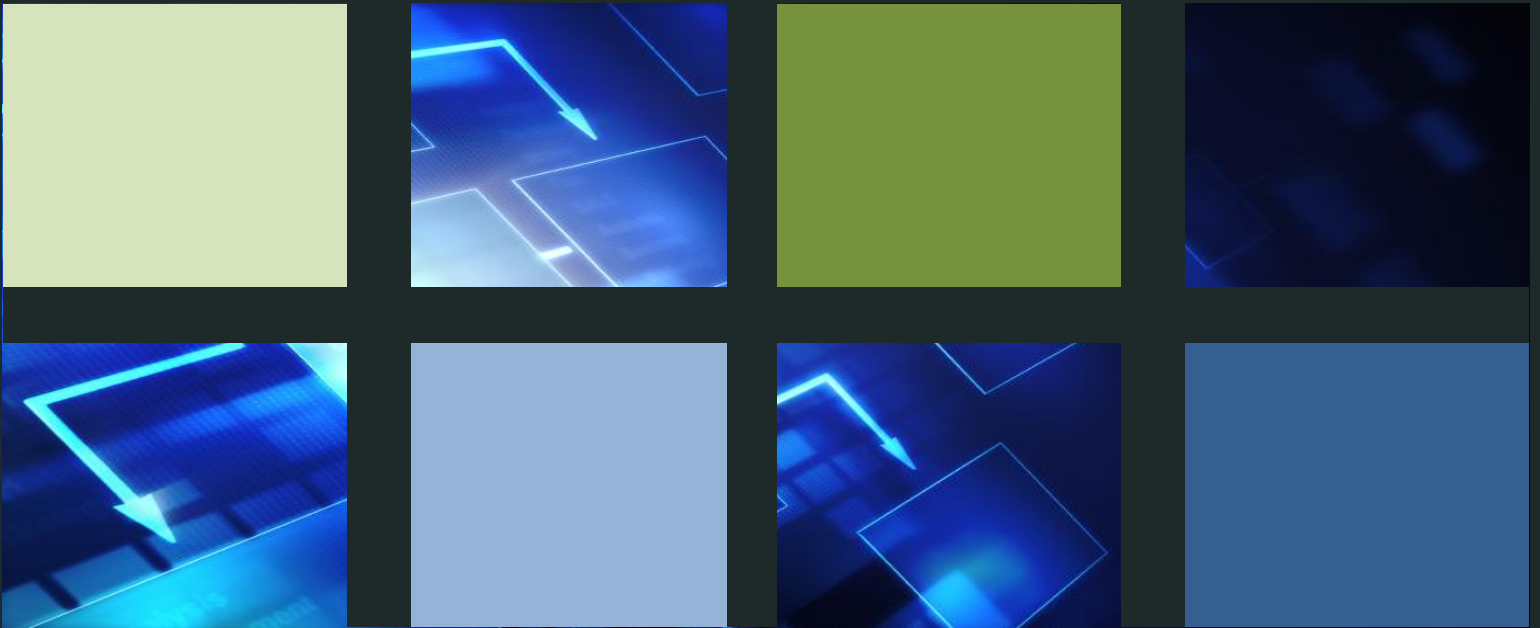


November 15<sup>th</sup> & 16<sup>th</sup>, 2010

Sheraton Hotel ♦ Atlanta, GA

# Marketing Planning & Analysis *2010*



Integrated Business Planning

Leveraging Customer Insight ♦ "Value-Based" Customer Management

Maximize Marketing ROI Through Analytics ♦ Marketing Performance Analysis

Pricing Analysis & Optimization



# Program Agenda

Monday, November 15<sup>th</sup>; Day Two

8:00 am Registration, orientation and continental breakfast

Keynotes

8:30 am **Integrated Business Planning**  
*Improve organizational performance with cross functional enterprise planning*

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

10:30 am Networking Break

11:00 am **Leveraging Customer Insight**  
*Leverage analytics for better customer insight and competitive advantage*

Noon Lunch & Networking Break

1:00 pm **“Value-Based” Customer Management**  
*Determine customer value for effective targeting and ROI optimization*

2:15 pm **Marketing Forecasting and Scenario Analysis**  
*Forecasting tactics for accurate marketing and sales planning*

3:30 pm **Advanced Marketing Analytics**  
*How using advanced testing and modeling techniques better predicts market behavior*

4:30 pm **Technology Brief**  
*An opportunity to view current solutions in the business intelligence and analytics marketplace*

Tuesday, November 16<sup>th</sup>; Day Two

8:00 am Registration, orientation and continental breakfast

Keynotes

8:30 am **Drive Business Intelligence Through Collaboration**  
*An enterprise approach to business planning and analysis*

9:30 am **Performance Analysis**  
*Utilize KPIs and performance drivers to impact financial and operational results*

10:15 am Networking Break

10:45 am **Translation, Interpretation and Data Quality Analysis**  
*Identify and utilize high quality data to develop meaningful interpretations to drive business decisions*

Noon Lunch & Networking Break

1:00 pm **ROI Optimization and Marketing Accountability**  
*Identify returns on marketing activities for more efficient use of marketing capital*

2:15 pm **Pricing Analysis and Optimization**  
*Support managerial pricing decisions with better operational and full-cost analysis*

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

4:30 pm **Adjourn**

# Marketing Planning & Analysis 2010

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 internal data is a key factor in effective strategic planning. **Business Planning & Analysis 2010** is a cross-functional learning and networking opportunity analyzing the most pressing concerns of corporate finance, workforce and marketing analytics.

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.

3 Attendee Group Rate

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

**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.

**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.

Attendees will learn:

- Fundamentals of marketing planning & scenario analysis
- Product price optimization
- Best practices in using advanced analytics for marketing
- Data translation, interpretation & quality analysis
- ROI optimization strategies
- Marketing performance analysis



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 financial, marketing and workforce 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

10:45 am

## 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 One:

# Best Practices & Strategy Sessions

1:00 pm

## “Value-Based” Customer Management

*Determine customer value for effective targeting and ROI optimization*

- Analyze the lifetime value of individual customers
- Use a value-based approach to product and service development
- Use data to determine customer value in markets where you compete
- Leverage data to transition from campaign-based to customer-based marketing
- Gain a better understanding of your offerings versus the competition

2:15 pm

## 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
- Take advantage of innovative tools for improved predictability
- Develop better line of site to business and marketing needs

3:30 pm

## 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

Day Two:

# Keynote Case Studies & Best Practices



8:30 am

## **Keynote:** Drive Business Intelligence Through Collaboration

*An enterprise approach to business planning and analysis*

- Implement systems for accurate and timely data collection mechanisms
- Leverage people, processes, information and technology to optimize performance
- Maximize individual, departmental and functional expertise to drive results
- Achieve buy-in from stakeholders that influence strategic planning and organizational decision making
- Develop an effective system to share and communicate information

9:30 am

## **Keynote:** 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

10:45 am

## Translation, Interpretation and Data Quality Analysis

*Identify and utilize high quality data to develop meaningful interpretations to drive 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

## 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

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

*Network with colleagues and industry experts from different analytical functions*

Three business analytics events are being held simultaneously, focusing on 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.

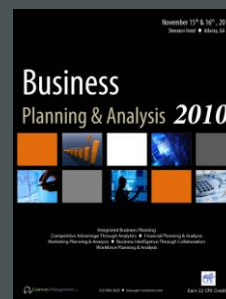


## *You're Part of a Big Event*

**Business Planning & Analysis 2010** is a three-in-one event, combining Marketing Planning & Analysis, FP&A and Workforce Planning & Analysis. Each functional focus has its own separate track, giving attendees the opportunity to sit in and learn from those sessions that are of most interest.

Mornings will begin with plenary keynote addresses from some of the nation's top corporate strategic planners and innovative minds focusing on business analytics. Following these keynote sessions, attendees will then choose a the track that is most relevant to their interest or roll. Each of the three tracks will provide case studies and in-depth learning sessions exploring the topics most relevant to that functional area.

This three-in-one event is a very unique opportunity for those looking to expand their knowledge of corporate planning through analytics.



[Click for full brochure](#)

Atlanta

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

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

## Area – Atlanta, GA

Located in the heart of downtown Atlanta, our venue is conveniently positioned to access the best of what the city has to offer. **Close to some of the city's best restaurants and attractions** will ensure that attendees will enjoy their experience away from the conference as well.

## Hotel and Accommodation Facilities

Our venue's prime location offers dozens of choices of accommodations from boutique to internationally recognized brands. We have special attendee rates available at summit location: **The Sheraton Hotel Atlanta.**

## Travel

Most guests will arrive via Hartsfield-Jackson Atlanta International Airport. The venue is located approximately 15 minutes by car or shuttle. Once downtown, amenities are accessible via a short walk or by MARTA, Atlanta's public transportation system.

## Summit Venue – The Sheraton Hotel Atlanta

Venue Address:

**The Sheraton Hotel Atlanta  
165 Courtland Street, NE  
Atlanta, GA 30303**



Room Rate

**\$ 159.<sup>00</sup> / night**

Reservations: **1.800.325.3535**

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



# 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](http://www.gmi-solutions.com)

For group discounts, packages and local information please email Alex Smith:

[asmith@gmi-solutions.com](mailto:asmith@gmi-solutions.com)