



**For Immediate Release**

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**American Marketing Association Announces the Return of Mplanet™**

*Industry Leaders to Examine the New Marketing Environment  
and Strategies of Today's Most Successful Brands*

**MARK YOUR CALENDARS: [Mplanet 2009](#)**

**January 26-28, 2009; Rosen Shingle Creek Resort in Orlando, Florida**

**Chicago, September 18, 2008** – The [American Marketing Association](#) announces the return of [Mplanet](#), an industry-leading event for the world's most influential marketing leaders and academics to share new ideas, innovations and proven strategies in today's challenging marketing environment. The American Marketing Association, the largest marketing association in North America for individuals and organizations involved in the practice, teaching and study of marketing worldwide, will host the conference in partnership with The Wharton School and Bain & Company.

“This techno-driven, borderless world has created many new challenges and consumers are becoming resistant to traditional marketing,” said Dennis Dunlap, Chief Executive Officer of the American Marketing Association. “From rapidly changing computing and communication platforms to a weakening economy, today's marketing leaders need fresh insights to improve performance and to drive results within their organizations.”

To help marketers navigate the magnitude and pace of change in this new environment, Mplanet 2009 will explore four core themes:

- **Brand Building in a Digital World**
- **Connecting with Empowered Customers**
- **Marketing Mix in a Fragmented World**

- **Global Marketing on a Borderless Planet**

### **Speakers from the World's Best Brands**

The marketing event will feature executive leaders from today's most respected brands. Top CEOs, CMOs and other marketing executives and luminaries will share innovative practices and actionable takeaways in three different types of "podium-free" sessions:

- **Perspectives** – Trends, knowledge and experiences from C- level leaders and luminaries.
- **Forums** – Strategic-oriented dialogue on niche topics from leading marketing minds.
- **Spotlights** – Tools, techniques and takeaways from subject matter experts.

Headlining the marketing event are two keynote speakers. **Anne Mulcahy**, Chairman and CEO of Xerox will share her insights and vast experience on one of the most pressing issues that marketers face today: "Getting Heard in a Sea of Information." Mulcahy was recently named the first female CEO of the Year by *Chief Executive Magazine*.

**RK Krishna Kumar**, Chairman of Tata Coffee and Vice Chairman of Tata Tea and Indian Hotels of Tata Sons Ltd, will also share his expertise in a keynote address on "Brands Without Borders: The New Marketing Imperative." In his role helping to protect and promote the Tata brand in India and across the globe, Kumar will provide an international perspective on lessons learned working across product lines, borders and customer segments.

Mplanet attendees will also have the opportunity to hear from today's best marketing minds. Other highlight speakers include:

- **Mary Dillon**, EVP & Global CMO, McDonald's
- **John Hayes**, CMO, American Express
- **Stephen Quinn**, EVP and CMO, Wal-Mart
- **Michael Fasulo**, CMO, Sony
- **Cammie Dunaway**, EVP Sales and Marketing, Nintendo
- **Jon Iwata**, SVP Marketing & Communications, IBM
- **Michael Mendenhall**, SVP and CMO, Hewlett-Packard
- **Mark Addicks**, SVP and CMO, General Mills
- **Julie Fasone-Holder**, SVP, Chief Marketing Sales and Reputation Officer, Dow Chemical

“The decision to bring back Mplanet was based entirely on the response we received from the first event. Eighty-two percent of our attendees said they would recommend Mplanet,” said Dennis Dunlap, Chief Executive Officer of the American Marketing Association. “From our keynote speakers to the conference content and our strategic partners, Mplanet 2009 will deliver on American Marketing Association’s commitment to remain a marketing advocate, thought leader and resource for marketing professionals.”

### **Registration**

To register for Mplanet, please visit [www.mplanet2009.com](http://www.mplanet2009.com) or by phone at 800-AMA-1150.

### **About the [American Marketing Association](#)**

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 25,000 strong.

American Marketing Association offers highly acclaimed Training Series, professional conferences and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. American Marketing Association’s website, [MarketingPower.com](http://MarketingPower.com), is the everyday connection to marketing information, articles, case studies, best practices and a robust job board. Additionally, the American Marketing Association is the source for the field’s top magazines and journals, including *Marketing News*.

For more information visit our website at [www.marketingpower.com](http://www.marketingpower.com)

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