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TRAINING SERIES
**PERFORMANCE BOOSTING
ANALYTICS**

Improving Efficiency & Effectiveness through Analytics

ATLANTA, GA MARCH 19
PHILADELPHIA, PA MARCH 26
CHICAGO, IL APRIL 2

To register visit www.marketingpower.com/isanalytics
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PERFORMANCE BOOSTING ANALYTICS

Improving Efficiency & Effectiveness through Analytics

AMERICAN MARKETING ASSOCIATION
TRAINING SERIES

ATLANTA MAR 19 | PHILADELPHIA MAR 26 | CHICAGO APR 2

Applying strategic and tactical marketing analytics will reliably provide dramatic improvements in marketing effectiveness, efficiency, and ROI (more bang for the buck!). Analytics applied to marketing strategies improves the performance of all marketing programs while tactical analytics squeezes every drop of ROI from existing marketing programs. This course demystifies the topic and provides you with the knowledge to prioritize and launch successful marketing analytics at your organization.



PERFORMANCE BOOSTING ANALYTICS

Improving Efficiency & Effectiveness through Analytics

In today's tough business climate, better strategies, approaches and tools are needed to improve marketing performance. Having the knowledge and insight to allow for better decisions is possible with powerful analytics tools. Marketing Mix Models, Predictive Behavior Models, Customer Life Time Value, Share of Need, Experimental Design and BDI/CDI Market Assessment are a few of the marketing analytical processes that have been proven to improve marketing performance. Some analytics boost performance of existing marketing programs while others can increase the performance of all marketing endeavors.

However, implementing and integrating marketing analytics into the organization's planning and operational flow can be a daunting task. There are issues of obtaining data from both the internal IT department as well as from agencies. The data must reach a defined level of accuracy to be used effectively. Business issues need to be accurately captured in the analytical process. The company should be enabled to take actions using analytics before performance declines and identify great growth opportunities.

LEARNING OBJECTIVES

This course will answer a number of questions regarding how your organization can effectively use marketing analytics.

- What are the most important analytical processes to implement for my organization that improves the performance of all marketing investments?
- How can I use marketing analytics and dashboards to predict when actions should be taken before performance declines?
- What are the processes that can ensure I get the biggest bang for each dollar spent on current marketing programs?
- What must I know technically as a senior executive to effectively implement and take actions based on marketing analytics? What are the organizational, cultural and technical issues regarding the integration of marketing analytics into the organization?

ABOUT THE INSTRUCTOR

DON HOLTZ is one of the founders and president of Interlocking Analytics. His education includes degrees in operations research and an MBA from the University of Michigan. After technical positions in defense science and the automotive industry, he became a salesman for a large computer services company. After rising to the Sr VP, General Manager level, Don became involved in a number of successful venture capital backed turn arounds. In 1995 he founded AIM Marketing, which was his first firm dedicated to improved marketing performance through analytics and was acquired by a large market research firm in 1998. Since that time, Don's companies have provided performance improving analytics to a large number of fortune 500 companies including HP, Whirlpool, Prudential, PC Connection, Fidelity, and Sprint.

WHO SHOULD ATTEND:

This one day course enables senior marketing management to be able to both demystify the process and integration of marketing analytics into their planning and operational processes. CFOs and controllers will also learn the accuracy and ability to use marketing analytics to accurately provide reliable ROI projections for marketing expenditures. The class will touch on analytical techniques so that attendees can become familiar with the terminology and able to match techniques with the problem to be solved.

SCHEDULE

8:00 AM – 8:30 AM	REGISTRATION AND CONTINENTAL BREAKFAST
8:30 AM – 10:15 AM	OVERVIEW OF MARKETING ANALYTICS <ul style="list-style-type: none"> • <i>What is Marketing Analytics</i> • <i>What are the Types of Marketing Analytics and How Are They Used</i> • <i>What Improvement Can be Expected and Why</i>
10:15 AM – 10:30 AM	BREAK
10:30 AM – 12:00 AM	IMPLEMENTATION GUIDE <ul style="list-style-type: none"> • <i>Data – Where to Find It and How to Evaluate It</i> • <i>Matching the Analytics with the Opportunity to Capture</i> • <i>Interpreting the Reliability and Accuracy of Results</i> • <i>Tools and Metrics</i>
12:00 PM – 1:00 PM	LUNCH
1:00 PM – 2:00 PM	IMPLEMENTATION GUIDE (CONT) <ul style="list-style-type: none"> • <i>Developing Analytics</i> • <i>Integrating Analytics into the Planning Process</i> • <i>Integrating Analytics into the Operational Process</i> • <i>Taking Action</i>
2:00 PM – 2:30 PM	BREAK
2:30 PM – 5:00 PM	CASE STUDIES <ul style="list-style-type: none"> • <i>How to Prioritize Analytics Projects</i> • <i>Introduction to BtoB and BtoC Case Study</i> • <i>Case Study Exercise and Presentations</i> • <i>Organization and Channel Ramifications</i> • Q & A

LOCATIONS

MARCH 19

ATLANTA, GA
Georgia Tech Global Learning Center
 84 Fifth St. NW
 Atlanta, GA 30308
 Phone: 404.385.3532
www.gatechcenter.com

MARCH 26

PHILADELPHIA, PA
Loews Philadelphia Hotel
 1200 Market Street
 Philadelphia, PA 19107
 Phone: 215.627.1200
www.loewshotels.com

APRIL 2

CHICAGO, IL
Gleacher Center
 450 N Cityfront Plaza Drive
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PRICING

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EARLY REGISTRATION DEADLINES*

ATLANTA	FEBRUARY 19
PHILADELPHIA	FEBRUARY 26
CHICAGO	MARCH 2

**Please add an additional \$100 to price after early registration deadline(s).*

TO REGISTER VISIT

www.marketingpower.com/tsanalytics or call 800.AMA.1150.