



# A Marketer's Rebound Guide

## The Next Evolution of Marketing

Chicago, IL, February 11

### Spotlight Session

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### Take-aways

- A comprehensive and actionable plan for overcoming marketing challenges and strategically aligning the business
- Winning techniques for measuring and communicating ROI on new practices
- A deepened perspective on changes in consumer behavior to maximize the competitive advantage

Consistent indicators suggest that 'Recession 2.0' is soon to be over, and 2010 will bring a full economic rebound. It is therefore imperative that marketers begin to incorporate marketing practices that are adaptable, innovative and designed to sharpen competitive positioning.

In this Spotlight Forum, you will be equipped with valuable insight into the changing dynamics and implications of the impending rebound. Such insight will be coupled with proven methods for defining marketing objectives and restructuring marketing organizations to exceed business imperatives and thrive during changing times. **The result:** A comprehensive and actionable plan for overcoming marketing challenges and strategically aligning the business to sustain success in a changing and hyper-competitive economy.

### Chris Brown, CEO, MarketCulture Strategies, Inc.

Mr. Brown is involved in internal marketing transformations and the development and implementation of tool sets for marketers. He brings to this role more than ten years in senior sales and marketing roles in the South Pacific Region with Hewlett-Packard's Imaging and Printing Group and consumer PC product categories. He also serves as the Executive Vice President for Programming in the Silicon Valley Chapter of the American Marketing Association.

### Scott Hamilton, Senior Partner, Co-Founder, Allign

Mr. Hamilton has devoted more than 20 years to improving organizational performance in Fortune 500 and mid-market companies. As Co-Founder of ALLIGN, he pioneered the use of ALLIGNMap™ technology to align the workforce with corporate vision. His ongoing research focuses on improving bottom-line performance: culture integration, enterprise systems implementation, product line extensions and restructuring.



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## Program

### Understand Your Customers' Mindsets: Keeping Up with the Changes

Ensure sustainable success during changing times by:

- Using consumer behavioral insight to build a blueprint for effectively redefining your marketing objectives
- Delving deep into identifying measurable, opportunistic objectives

### Redefining Marketing Objectives to Strategically Align with Business Objectives

Build a comprehensive blueprint for success in marketing during a rebounding economy by:

- Evaluating recession implications in all Five Ps of marketing
- Creating approaches for restructuring your marketing strategy in each area

### The Cultural Building Blocks: Leveraging the Power of Your Organization to Maximize Success and Extend Positive Brand Imagery

- Gain proven techniques from real-world case studies on how to leverage an organization to ensure success during changing times

### Adaptation and Innovation: Key Drivers to Success in Changing Times

- Take away a roadmap for creating a nimble organization—one capable responding quickly to market changes and demands that will result in the ability to produce positive returns despite the challenging environment

### ROI, ROI, ROI

- You will be equipped with techniques for developing an effective measurement system and strategies for effectively communicate returns

### The Critical Component: Selling the Case

Gain proven methods for building an effective business case to garner support and win the battle for dollar allocation.

### The Next Practices

Leverage the remaining time to develop action plans:

- Dive deep into specific, emerging or hypothetical marketing challenges, illustrating precisely how the concepts and strategies discussed throughout the day should best be applied to individual marketing challenges