

Strategic ROMI

The Keys to Successful Marketing Leadership in an Uneven Economy

New York, NY October 7

MarketingPower.com/ROMI • 800.AMA.1150

AMA Member: \$825 Non-Member: \$1,120
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Take-aways

- Creating an actionable ROMI formula and project plan
- Develop a communication strategy to maximize adoption of marketing objectives
- Improve purchasing decisions and gain deeper understanding of market behavior
- Highlight marketing's indispensability through showcasing top-line

Now, more than ever, marketers' ability to demonstrate true top-line results is vital to their very existence. Volume of sales or percentages of market share are no longer sufficient measures. Today's environment requires solid financial models and measurement tools backed by winning communication strategies.

The Strategic ROMI Spotlight Forum unites strategy and practicality. Our expert facilitators will go beyond providing you with actionable tools for developing and executing a solid ROMI model. They will equip you with strategic methods for effectively communicating marketing objectives, and garnering buy-in of those objectives at all levels. It is through this strategic/tactical coupling effect that true marketing results are experienced.

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

Scott Hamilton specializes in initiatives such as vision-brand alignment, customer encounter mapping, culture transformation, advanced employee engagement, change management, and leadership team building. As the co-founder of Allign™, he has created and introduced proprietary programs that integrate leadership vision and performance expectations to align all stakeholders into unified, accelerated and positive action.

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Program

Introductions and Pre-Event Perspectives

The Key Components to Successful ROMI Measurements

A Proven ROMI Formula

Creating and Executing a ROMI Plan

To Spend or Not To Spend: Leveraging Results to Improve Spending Decisions

Developing a Communication Strategy for Your ROMI Initiative

Strategically Aligning ROMI to Business Objectives

Garnering Buy-in Throughout the Organization

The Next Practices

Q&A