

PROGRAM AT A GLANCE

MONDAY, OCTOBER 27

Registration: 8:00 am–5:45 pm

8:30–11:30 am
3-Hour Tutorials
(Concurrent)

A. Introduction to Marketing Strategy
William D. Neal
● BASIC/REVIEW

P. Executing a Customer-Driven Culture
Greg W. Marshall
■ BEST PRACTICES

11:30 am–12:30 pm

Lunch

12:30–2:30 pm
2-Hour Tutorials
(Concurrent)

B. Marketing from the Inside Out: Engaging Employees for Strategic Advantage
Sybil F. Stershic
■ BEST PRACTICES

C. Getting the Most Out of Online Research: Tips, Tools and Techniques
Debra Semans
■ BEST PRACTICES

Y. Consumer Generated Content: Impact on Branding, Strategies and Marketplace Relationships
Greg W. Marshall
▲ INNOVATION

2:30–2:45 pm

Break

2:45–5:45 pm
3-Hour Tutorials
(Concurrent)

D. A Case in Developing Marketing Strategy
Michael K. Rich
● BASIC/REVIEW

R. Brand Measurement: Its Purpose, Potential and New Approaches
Ron Strauss
■ BEST PRACTICES

W. Getting Google to Love Your Website
Brian Brown
▲ INNOVATION

TUESDAY, OCTOBER 28

Registration: 8:00 am–4:15 pm

8:30–11:30 am
3-Hour Tutorials
(Concurrent)

F. Building and Managing Your Brand as a Strategic Asset
Aaron Smith
● BASIC/REVIEW

K. Building a Loyalty Program: The Best Tools, Techniques and Practices
Bob Konsewicz
■ BEST PRACTICES

M. Integrating CRM and Marketing Research to Improve Market Insight
D. Randall Brandt
■ BEST PRACTICES

11:30 am–12:30 pm

Lunch

12:30–2:30 pm
2-Hour Tutorials
(Concurrent)

G. Basics of Positioning for Building Brands
Eric Hutchinson
● BASIC/REVIEW

H. Creating a Voice of the Customer Process that Integrates All Customer Touchpoints
Marlene Yanovsky
■ BEST PRACTICES

I. The Good, The Blog and The Ugly!
Toby L. Bloomberg
▲ INNOVATION

2:30–2:45 pm

Break

2:45–4:15 pm

Just Add Water: Making the Most of Your Investment in This Workshop
Debra Semans
▲ INNOVATION

4:15–5:45 pm

Reception

FREE
BONUS
SESSION!

WEDNESDAY, OCTOBER 29

Registration: 8:00 am–4:15 pm

8:30–11:30 am
3-Hour Tutorials
(Concurrent)

Q. Kick-Start Brand Growth: Innovating on “White Space” Opportunities for Brand Repositioning/ Renewal
Robert Kincaide
■ BEST PRACTICES

T. Competitive Affairs: Finding and Using Competitor Information to Improve Marketing and Increase Sales Revenue
Matthew W. Kelly
■ BEST PRACTICES

V. Pricing Strategy & Tactics: The 1% Solution
Tim Matanovich
■ BEST PRACTICES

11:30 am–12:30 pm

Lunch

12:30–2:30 pm
2-Hour Tutorials
(Concurrent)

N. Living the Brand: The Dimensions of Internal Branding
Eric Hutchinson
■ BEST PRACTICES

O. Segmentation—A Guide to Actionability in Research’s Third Rail
Bernard Brenner
▲ INNOVATION

U. Simulations: Testing Marketing & Media Tactics through Agent-Based Modeling
Damon Ragusa
▲ INNOVATION

2:30–2:45 pm

Break

2:45–4:15 pm

Just Add Water: Making the Most of Your Investment in This Workshop
Damon Ragusa
▲ INNOVATION

FREE BONUS SESSION!

THURSDAY, OCTOBER 30

Registration: 8:00–8:30 am

8:30–11:30 am
3-Hour Tutorials
(Concurrent)

J. Measuring and Managing Customer Loyalty
Aldy Keene
● BASIC/REVIEW

L. Strategic New Product Development
Robert Kincaide
■ BEST PRACTICES

S. Customer Message Management: Increasing the Impact of Marketing Support on Sales Effectiveness
Tim Riesterer
■ BEST PRACTICES

11:30 am–12:30 pm

Lunch

Continental breakfast and lunch will be provided each day, and Tuesday evening there will be a reception.

Register by
September 29 and SAVE!
MarketingPower.com/workshop