Integrating Marketing into Your Growth and Customer Strategy

16th Annual MARKETING WORLD 2015: A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

July 13 – 16, 2015
Fairmont Copley Plaza
Boston, MA

www.frost.com/mar
#FrostMAR

“Frost & Sullivan makes the effort to ensure you walk away with techniques you can apply in your business immediately.” – Vice President, Strategy & Business Development, Lockheed Martin

“This was the best marketing event I have ever attended.”
Global Digital Marketing Manager, Dow Chemical

“Great interactive sessions along with high impact keynote presentations.” – Director, The Bank of New York Mellon Corporation

“Excellent topics and workshop format enabled & encouraged ideation, sharing & exchange of both best practices and lessons learned among peers from other related and non-related industries.” – Vice President, Johnson Controls Power Solutions

“I left the Executive MindXchange with a list of action items a mile long.”
– Global Category Director, PentAir

“The Executive MindXchange is exactly what it is billed to be....a gathering of professional peers that exchange and discuss challenges, application and best practices.” – Director Global Marketing Communications, Molex Incorporated
TOP 5 REASONS WHY YOU SHOULD ATTEND

1. **Cross Industry Perspective**: Hear tips and lessons learned from your peers across 12 industries
2. **Ready to GO**: Arrive back at work with Key Take-Aways to implement to overcome your top challenges and increase your ROI.
3. **Game Changer**: Overhaul your MARKETING plan with insight from your peers and leading practitioners.
4. **Step by Step Guide**: Our 360 research strategy combined with Success Stories from Industry Experts make a solid Framework to solve your biggest challenges
5. **Relax, Have Fun and Make New Friends**: Keep your contact list building and engines at high rev, while enjoying over a dozen unique networking activities, including our Exclusive! Participant Meet ‘n’ Greet, Harpoon Brewery Tour, Curious Cocktails Reception, Dine Around Boston, MARKETING WORLD Olympics and more.

PAST PARTICIPANT PROFILE

82% of surveyed participants recommend sending 2 or more team members based on the amount of networking opportunities and the range of content being delivered.

SNAPSHOTS OF PAST PARTICIPANTS

JOIN THE DISCUSSION: www.frost.com/linkedin-MAR
#### MONDAY, JULY 13, 2015

**ARRIVAL DAY**

Bring plenty of business cards, relax, meet-and-greet during this day devoted to making new contacts and new friends.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00am</td>
<td>Suggested Arrival Time</td>
</tr>
<tr>
<td>1:00pm</td>
<td>Sponsor ROI Workshop</td>
</tr>
<tr>
<td>2:30pm</td>
<td>Sponsor Registration &amp; Orientation Reception</td>
</tr>
<tr>
<td>3:00pm</td>
<td>Speaker &amp; Thought Leader Orientation</td>
</tr>
<tr>
<td>3:45pm</td>
<td>Exclusive! Participant Meet ’n’ Greet</td>
</tr>
<tr>
<td>5:15pm</td>
<td>Happy Half Hour Networking Reception and Event Kickoff</td>
</tr>
<tr>
<td>6:00pm</td>
<td>Harpoon Brewery Tour Check In</td>
</tr>
</tbody>
</table>

**TUESDAY, JULY 14, 2015**

**WORKSHOPS, GENERAL SESSION AND EXHIBITION**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am</td>
<td>Workshop Registration, Continental Breakfast and Exhibition</td>
</tr>
<tr>
<td>8:30am</td>
<td>Workshops Begin</td>
</tr>
<tr>
<td>12:00pm</td>
<td>MARKETING WORLD 2015 Workshops Conclude</td>
</tr>
</tbody>
</table>

**GENERAL SESSION**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30pm</td>
<td>Registration and Exhibition</td>
</tr>
<tr>
<td>1:00pm</td>
<td>Welcome and KEYNOTE – Unleashing the Power of Marketing to Drive Your Business</td>
</tr>
<tr>
<td>2:00pm</td>
<td>MARKETING WORLD 2015 Advisory Board and Member Recognition</td>
</tr>
<tr>
<td>2:05pm</td>
<td>EXECUTIVE INSIGHT – Quantifying IMPACT: Demonstrating the Value of Marketing</td>
</tr>
<tr>
<td>2:35pm</td>
<td>Networking, Refreshment, and Exhibition Break</td>
</tr>
<tr>
<td>3:05pm</td>
<td>CONCURRENT COLLABORATION ZONES – ROUNDTABLES</td>
</tr>
<tr>
<td>4:35pm</td>
<td>Session to Session Travel Time</td>
</tr>
<tr>
<td>4:40pm</td>
<td>INTERACTIVE - Ask the Experts! Panel Discussion:</td>
</tr>
<tr>
<td>5:30pm</td>
<td>Curious Cocktails</td>
</tr>
<tr>
<td>6:45pm</td>
<td>Meet in Hotel Lobby for Dine Around Boston Departure</td>
</tr>
<tr>
<td>7:00pm</td>
<td>Dine Around Boston</td>
</tr>
</tbody>
</table>

**WEDNESDAY, JULY 15, 2015**

**GENERAL SESSION AND EXHIBITION**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30am</td>
<td>Early Risers Run/Walk</td>
</tr>
<tr>
<td>8:15am</td>
<td>Continental Breakfast and Exhibition</td>
</tr>
<tr>
<td>9:00am</td>
<td>Kickoff and KEYNOTE – Busting Silos: A Holistic Approach to Marketing</td>
</tr>
<tr>
<td>9:55am</td>
<td>EXECUTIVE INSIGHT – Where’s Waldo? Standing Out Amongst the Noise</td>
</tr>
<tr>
<td>10:35am</td>
<td>Networking, Refreshment, and Exhibition Break</td>
</tr>
</tbody>
</table>

---

### CHOOSE A COLLABORATION ZONE

Customize your agenda! Stay the course with one zone or bounce around to others. All collaboration zones are Power-Point Free, participant-driven discussions featuring creative thinking and idea generation.

**Zone 1:** Excellence in Customer Engagement  |  **Zone 2:** Heightening the Brand Experience

---

### THURSDAY, JULY 16, 2015 – "CASUAL THURSDAY"

**GENERAL SESSION AND EXHIBITION**

Feel free to come down in your most comfortable travel wear so you can check out early, store your bags and ensure a stress-free day.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:45am</td>
<td>Early Risers Run/Walk</td>
</tr>
<tr>
<td>8:30am</td>
<td>Continental Breakfast and Exhibition</td>
</tr>
<tr>
<td>9:00am</td>
<td>Kickoff and KEYNOTE – Finding Your White Space in the Internet of Everything</td>
</tr>
<tr>
<td>9:50am</td>
<td>EXECUTIVE INSIGHT – Mobile Marketing Revolution</td>
</tr>
<tr>
<td>10:30am</td>
<td>Networking, Refreshment, and Exhibition Break</td>
</tr>
<tr>
<td>11:00am</td>
<td>CONCURRENT COLLABORATION ZONES – FIRESIDE CHATS</td>
</tr>
<tr>
<td>12:00pm</td>
<td>Food ForThought – Networking Roundtables Hosted by Industry Leaders</td>
</tr>
</tbody>
</table>

---

Register Now • events.us@frost.com • tel: 1.877.GO FROST (1.877.463.7678) • fax: 1.888.674.3329 • www.frost.com/mar
Unleashing the Power of Marketing to Drive Your Business
Tuesday, July 14, 2015 at 1:00pm
Leilani M. Brown
Chief Marketing Officer
Starr Companies

Leilani M. Brown is Vice President and Chief Marketing Officer for Starr Companies. In this role, she oversees the company’s strategic marketing, brand management, advertising, corporate communications, and digital strategy. In addition, Leilani leads the organization’s business development team with Regional Marketing Directors around the country. Prior to joining Starr, Ms. Brown has held marketing leadership roles at The Economist Group, MetLife and American International Group, Inc. Leilani holds a Bachelor of Arts in International Studies from Middlebury College and a Master of Public Administration in Management from New York University.

Busting Silos: A Holistic Approach to Marketing
Wednesday, July 15, 2015 at 9:00am
Allison Cerra
Vice President, Americas Enterprise Group Marketing
Hewlett-Packard Company

Allison Cerra is vice president of marketing for Americas Enterprise Group. In this role, she leads an organization responsible for driving incremental and profitable pipeline and revenue growth across the EG portfolio to key segments, including small/mid-sized businesses, commercial and global accounts, service providers and public sector industries.

Finding Your White Space in the Internet of Everything
Thursday, July 16, 2015 at 9:00am
Mary Sargent
Senior Director Strategy Execution
Philips Healthcare

Mary Sargent is a dynamic speaker who has spent the last 20 years developing her leadership talents, engaging style and B2B marketing experiences into opportunities to drive results beyond marketing and into sales, finance and strategy. She has a degree in Biomedical Engineering from Boston University which she credits as critical to learning to ask the right questions and honing her problem solving skills. Her ability to gather and act on insight into the needs of customers, peers and organizations has helped her develop a reputation as someone who makes great things happen wherever she focuses her energy. Mary currently leads strategy planning and execution at Royal Philips.

Brian Fitzpatrick
Partner, Senior Vice President & General Manager, Events
Frost & Sullivan

Brian Fitzpatrick is a Partner in Frost & Sullivan and is the Senior Vice President & General Manager of Events, Frost & Sullivan. He is responsible for the Best Practice creation and execution of Frost & Sullivan Events Globally. Prior to joining Frost & Sullivan in 2002, Brian leveraged his over 20 years of management and leadership experience to manage over 300 global events, in North America, Europe and South America. During this tenure, Brian had chaired more than five dozen of events and provided budgeting and financial management expertise to turn departments around from a loss to profit and successfully launch new business units, product lines and offices. Brian holds an MBA in International Finance.
MONDAY, JULY 13, 2015

HAPPY HALF HOUR NETWORKING RECEPTION
5:15PM

Kick off the night with a little C&C, conversation & cocktails, with your fellow peers and colleagues!

HARPOON BREWERY TOUR
6:00PM CHECK IN

See what’s brewing at Harpoon! Network with participants while enjoying a private tour of the Beer Hall, 20 taps of various beers and ciders available at your fingertips, a wide array of catered food and large fresh-baked pretzels to pair with your pint. You’ll be sure to quench your thirst and get ready for the days ahead at this unique Boston outing!

TUESDAY, JULY 14, 2015

DINE AROUND BOSTON
6:45PM CHECK IN

The networking never ends... Join your colleagues to kick back, relax and enjoy a 3 course meal including cocktails from The Brahmin, classics from Stephanie’s on Newbury and the famous, delectable desserts from Georgetown Cupcakes. Another great opportunity to further relationships!

WEDNESDAY, JULY 15, 2015

BEAN TOWN BBQ AND INAUGURAL MARKETING WORLD OLYMPICS
5:45PM

Gear up for a night of challenges that will put your brain and body to the test! A BBQ dinner will be served throughout the night as you network with your peers and engage in various games. Top teams will be draped in Gold, Silver & Bronze, so make sure to bring your ‘A’ game!
MONDAY, JULY 13, 2015

NETWORKING DAY

Bring plenty of business cards, relax, meet-and-greet during this day devoted to making new contacts and new friends.

10:00am  Suggested Arrival Time
1:00pm  Sponsor ROI Workshop
2:30pm  Sponsor Registration & Orientation Reception
3:00pm  Speaker & Thought Leader Orientation
3:45pm  Exclusive! Participant Meet ’n’ Greet
5:15pm  Happy Half Hour Networking Reception and Event Kickoff
6:00pm  Harpoon Brewery Tour Check In

8:00am  Workshop Registration, Continental Breakfast, and Exhibition

Exchange ideas, gain new perspectives, and power up your professional network during these interactive workshops. Registration for a workshop may incur an additional fee. See registration page for details.

8:30am  Workshops Begin

Choose one of the following:

WS1. Elevating Your Content Marketing Strategy

WORKSHOP LEADER:
Lisa Cole
Director of Demand Generation
The Mx Group

Every marketer understands the importance of content marketing. However, many face significant challenges in the execution of their programs, especially when it comes to ensuring that their content is fully resonating with the decision makers and influencers who drive purchasing decisions.

This session will cover 4 key strategies for creating effective content marketing programs along with a set of straight-forward implementation techniques.

Key Take-Aways:
- A case study of your organization’s readiness for content marketing and the maturity of your strategies
- Best practices that will help you manage your content creation resources and priorities
- A clear roadmap that identifies steps you can take now to advance your content marketing strategies
- Template for content audit and buyer persona

ABOUT YOUR WORKSHOP LEADER:
Lisa Cole is Director of Demand Generation for The Mx Group. She has more than 15 years of experience leading the development and implementation of data-driven content marketing programs, marketing automation strategies and sales optimization initiatives. A nationally recognized expert on B2B demand generation, she has worked with clients such as Motorola, Cisco and American Express to integrate their sales and marketing teams and leveraging marketing resources to create profitable revenue engines.

Lisa conducted a Sales and Marketing alignment workshop at Marketing World in 2013 which was one of the highest rated sessions of the event. This workshop will deliver more actionable advice for B2B marketers who are looking to turn their marketing investments into profitable, continuous revenue.
WS2. Integrated Marketing 4.0 – The Four A’s to Greater Profits  
WORKSHOP LEADER:  
Nicole Coons  
Marketing Vanguard – Integrated Marketing Solutions  
Frost & Sullivan

It’s time to update the textbook definition of Integrated Marketing to reflect the dynamic, interconnected role marketing now plays in a company’s success. The traditional model—where sales owns relationships, marketing owns messaging and customer service owns the customer experience—is being traded for a new model where marketers are responsible for the entire end-to-end experience. This new model requires different thinking and new approaches for marketers to actually fill such an expanded role without losing their sanity. Are you prepared?

Key Take-Aways:
- Template for a brand messaging platform that brings the customer’s voice front and center
- Best practices of marketing planning, including how to decide who really belongs in your marketing ecosystem and how to collaborate with them in ways that boost marketing results
- Strategies for dealing with constant change and how to harness the momentum of change to catapult your career

ABOUT YOUR WORKSHOP LEADER:  
Nicole Coons, Marketing Vanguard, Integrated Marketing Solutions, brings over 15 years of achievement in marketing strategy and implementation, customer relationship building, employee motivation/retention and revenue growth initiatives for B2B companies. In particular, she has developed and delivered successful programs for brand building, brand repositioning and messaging platforms; Digital marketing strategy and implementation; Marketing planning, execution and operational management; Complex global campaigns—new product launches; CRM strategy and process design; Survey research and analysis. Her work has helped the marketing departments of small start-up companies, mid-sized growth firms and Fortune 500 firms alike achieve noticeable improvements in lead generation and revenue growth.

2:00pm MARKETING WORLD 2015 Advisory Board and Member Recognition

EXECUTIVE INSIGHT

2:05pm Quantifying IMPACT: Demonstrating the Value of Marketing  
Steve Spokane  
Vice President, Marketing & Customer Retention  
McKesson

Historically, marketing has been activity-driven—managing trade shows and events, executing marketing campaigns, producing collateral, case studies and white papers, and managing online assets and social channels. All of these activities should be having an impact on your business—but how do you know? We all face an avalanche of challenges, including high growth expectations, new levels of competitive intensity and a profusion of new technologies, factors that underscore the need to prove value and contribute to financial success. Understanding business impact and demonstrating the value of your spend is vital to gaining and leveraging credibility with your sales partners and the c-suite. In this session, we will look at a framework for quantifying business impact and demonstrating the value marketing is delivering to the enterprise.

Key Take-Aways:
- A framework for measuring the value of marketing on your business
- An understanding of the building blocks needed to successfully quantify the impact of marketing
- Best practices for building a culture of accountability in your marketing organization

2:35pm Networking, Refreshment, and Exhibition Break

CONCURRENT COLLABORATION ZONES – ROUNDTABLES

3:05pm Unleashing the Power of Marketing to Drive Your Business  
Leilani Brown  
Chief Marketing Officer  
The Starr Companies

Oftentimes, B2B marketers exist in an “us vs. them” world, one in which business partners have an outdated or false understanding of the value of marketing. This can result in a reduced appetite for marketing strategy, campaigns or spending. In addition, it can be challenging for marketers to gain a seat at the proverbial leadership table. Through sharing candid anecdotes about her experiences, hear how one CMO has bridged the gap between marketing and the rest of the organization to support a growing global brand.

Key Take-Aways:
- Strategies for driving change in an established organization
- Insight on how to engage colleagues, making them better advocates and allies
- Best practices for gaining, and keeping, a seat at the leadership table

2:00pm MARKETING WORLD 2015 Advisory Board and Member Recognition

Register Now • events.us@frost.com • tel: 1.877.GO FROST (1.877.463.7678) • fax: 1.888.674.3329 • www.frost.com/mar
Zone 2: A Footprint for Stronger Sales & Marketing Collaboration

FACILITATOR:
Lisa Cole
Director of Demand Generation
The Mx Group

Sales says Potato, Marketing says Potatoes. But if deals are closing and revenue is flowing, how much does it matter? For organizations to make the most of their revenue generating efforts, marketing and sales can’t be successful without the other. And in order to make successful efforts by both teams repeatable and scalable, transparency is crucial. If managed effectively, the revenue generating possibilities from strong sales & marketing collaboration are many.

Key Take-Aways:
- Insights on sources of contention between sales and marketing and how to work through them
- Guide to the use of digital data that increases transparency between sales and marketing and provides the basis for constructive partnerships
- Lessons learned from successful marketing and sales partnerships that work and the importance of knowing what the customer wants

4:35pm  Session to Session Travel Time

INTERACTIVE
4:40pm  Ask the Experts! Panel Discussion:
Aligning Technology Investment with Business Needs

MODERATOR:
Aniko DeLaney
Global Head of Corporate Marketing
BNY Mellon

PANELISTS INCLUDE:
Daniel Harley
Senior Manager, Retail Marketing
The Vanguard Group, Inc.

Gevry Fontaine
Manager, Web Strategy
Boston Scientific

Trip Kucera
Senior Director, North American Marketing
Oracle

Beverly W. Jackson
Vice President, Social Media and Content Strategy
MGM Resorts International

Bryan VanDyke
Executive Director & Head of Digital Strategy
Morgan Stanley

Keeping pace with technology is a challenge. In an environment where things are constantly changing, marketers must to keep up with these changes in order to meet and exceed customer expectations. This interactive panel of cross-industry marketing experts will discuss smart strategies for effective technology spend, and how that spend will match the image and message your company wants to portray to the public.

Key Take-Aways:
- Insight into how to measure successful investment
- Lessons learned when a technology choice goes awry
- Blueprint of questions to ask when determining potential technology spend

5:30pm  Curious Cocktails
Featuring: The 10 Question Challenge
Enjoy a fun networking game where everyone is a contestant! Come up with the most clever answer and you may be entered to win a fantastic prize!

6:45pm  Meet in Hotel Lobby for Dine Around Boston
Departure

7:00pm  Dine Around Boston
The networking never ends... Join your colleagues to kick back, relax and enjoy a 3 course meal including cocktails from The Brahmin, classics from Stephanie’s on Newbury and the famous, delectable desserts from Georgetown Cupcakes. Another great opportunity to further relationships!

EARLY RISERS
RUN/WALK

Wednesday – 6:30am
Thursday – 6:45am
Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It’s the perfect start to a great day of content and networking!

Attire Recommendations Key:
Casual - Jeans, T-shirt, Comfortable Shoes
Business Casual - Button down shirt, Trousers, Dress
Formal - Suit & Tie, Formal Dress
Athletic Gear - Workout Clothing, Sneakers

Register Now • events.us@frost.com • tel: 1.877.GO FROST (1.877.463.7678) • fax: 1.888.674.3329 • www.frost.com/mar
**WEDNESDAY, JULY 15, 2015**

**GENERAL SESSION AND EXHIBITION**

**6:30am**  
Early Risers Run/Walk  
Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It’s the perfect start to a great day of content and networking!

**8:15am**  
Continental Breakfast and Exhibition  
Start the day on the right foot with some breakfast and networking before diving into the first keynote!

**KICKOFF AND KEYNOTE**

**9:00am**  
**Busting Silos: A Holistic Approach to Marketing**  
**Allison Cerra**  
**Vice President, Americas Enterprise Group Marketing**  
**Hewlett-Packard Company**

Marketing is perhaps the most widely misunderstood function of a company. To some, marketing informs company strategy and is in the driver’s seat for profitable and sustainable company growth. To many more, marketing is little more than a glorified party-planning organization and the unenviable watchdog of Powerpoint template appropriateness. The upside is that, while marketers may have ceded definition of their identity to others in their company, that power can be regained by a deliberate reinvention of marketers themselves. To do so requires a deliberate movement to connect marketing to business value – both for internal stakeholders and clients alike.

**Key Take-Aways:**
- Insights for increasing marketing’s relevance in a company
- Challenges that await marketers once the elusive ROI question is answered
- A case study for reinventing marketing

**EXECUTIVE INSIGHT**

**9:55am**  
**Where’s Waldo? Standing Out Amongst the Noise**  
**Russ Procopio**  
**Senior Vice President Growth**  
**Aramark Healthcare and Business & Industry**

Most marketing professionals that compete in highly saturated markets are challenged to differentiate their product or service. What these professionals fail to realize is that it all starts with a simple mindset. If you believe the product or service you market is a commodity, so will your customers, so will your organization and so will the marketplace. If you believe that there is no such thing as a commodity market, and apply this mindset with simple fundamental principles you will have a lifetime of confidence needed to lead any product or service to a market dominant position.

**Key Take-Aways:**
- Insight into the psychological edge of a mindset and how that can help influence you, an organization and customers
- Lessons learned on how to apply 10 simple, powerful, strategic marketing principles to either a product or service launch or a market repositioning opportunity within a highly competitive market
- Framework for a customer value strategy and construct an organizational architecture to drive customer loyalty

**10:35am**  
Networking, Refreshment, and Exhibition Break

---

**SUCCESS STORY**

**11:05am**  
**Digital Channel Insight**

**Bob Steelhammer**  
**Vice President, Digital Marketing & eCommerce**  
**Sun Capital Partners**

Learn from a private equity firm with 65 companies worldwide how to determine a winning digital strategy from a customer centric point of view for B2B and B2C companies.

**Key Take-Aways:**
- Lessons learned which is the best channel for your industry in today’s world
- Metrics on omnichannel success
- Insight into why omnichannel or customer centric approach is so important and can mean the difference between success and failure

**11:45am**  
**CONCURRENT SESSIONS**

**Choose one of the following concurrent sessions:**

**INTERACTIVE Solutions Wheel**

**MODERATOR:**  
**Katherine Burns**  
**Senior Director**  
**Frost & Sullivan**

**PRESENTERS INCLUDE:**
- **Lisa Armstrong**  
  **Vice President, Global Marketing & Sales Excellence**  
  **Pentair**
- **Galyn Burke**  
  **Product Marketing Manager**  
  **Pinterest**

**Solutions Wheel**

Today’s marketers have their eye on content marketing as a vehicle to deepen customer engagement. What makes it a success? Join us in this session to experience the journey as if you were a real world customer.

**Key Take-Aways:**
- Blueprint of a successful content marketing strategy
- What works, and what doesn’t, drawn from real world experience
- New insight and creative ideas

**12:50pm**  
**Food For Thought – Networking Roundtables**  
**Hosted by Industry Leaders**

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

**Hosted by:**  
[TechValidate](www.techvalidate.com)

**1:50pm**  
**Session to Session Travel Time**
CONCURRENT COLLABORATION ZONES – THINKTANKS

1:55pm  ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.
Choose one of the following zones:

Zone 1.  Do As I Say: Acting on the Voice of Your Customer
FACILITATOR:
Dan Colquhoun
Senior Vice President, Customer Research
Frost & Sullivan

Maximize the value of your market research investment by utilizing the best practices for capturing and analyzing customer needs. Learn valuable new approaches to capturing customer needs, analyzing VOC data, and building insightful yet easy to use visual displays of your data.

Key Take-Aways:
- Key considerations for choosing the best methodology for your project
- Insight into powerful new approaches for understanding customer needs that go beyond the table stakes
- Framework on how to utilize multivariate analysis to maximize the insights and communicate results more clearly

Zone 2.  Maintaining Brand Consistency Across Multiple Channels
FACILITATOR:
Sean Sullivan
Vice President of Sales
MarcomCentral

Brands are fragile. They can be damaged by an off-brand email, a salesperson’s errant PowerPoint, or a distributor’s miscommunication. The results of poor brand control can be devastating: market confusion, increased costs, and lost sales. Better brand control involves ensuring complete compliance of your brand across every level of your organization and through every communication channel. Today, technologies, combined with organizational discipline, can allow companies to communicate with their customers in an extremely personal way while still maintaining complete brand compliance. This interactive session will examine organizations that have deployed best practices and sophisticated technologies to ensure brand consistency through multiple marketing channels.

Key Take-Aways:
- Examples of organizations that are deploying systems to help control their brand through chaotic communication channels
- Policing a brand: How to be a Good Cop
- Insight into how brand control can actually reduce marketing operations costs and improve marketing response times to the field

3:25pm  Networking, Refreshment, and Exhibition Break
Featured Demonstration
Hosted by:

event

EXECUTIVE INSIGHT

3:55pm  Analytics, Analytics Everywhere: But What Do They Mean and What Do I Do With Them?
Mark Wilson
Senior Vice President, Marketing
Blackberry

Big Data analytics is more than a buzz word; it’s a sweeping change in how business is being conducted, and it can turbocharge your efforts to win customers and drive sales. What are the ways your marketing team can leverage Big Data?

Key Take-Aways:
- The wastefulness of yesterday’s media campaigns are no more. Tools on how powerful data analysis can optimize your awareness and engagement tactics by targeting the right prospects with the right content
- Your potential customers live in social media. Framework to search for potential customers by learning how to analyze their social media user behavior data to help you find and attract them
- Who needs corporate espionage? Steps to get a jump on your competitors by tracking and analyzing what they are doing, all using publicly-available data

INTERACTIVE

4:35pm  Ask the Experts! Panel Discussion: The Evolution of the B2B Consumer
MODERATOR:
Judy Sroufe
Director of Brand Marketing and Communications
Standard Textile

PANELISTS INCLUDE:
Vicki Amalfitano
Vice President, Marketing
Brigham and Women’s Hospital
Lance Kinerk
Director of Global Marketing
Ingersoll Rand
Kirsten Bjork-Jones
Director of Global Marketing
Communications
Sherry Sanger
Senior Vice President Marketing
Penske Truck Leasing
Michael Granoff
Vice President, Business & Commercial Banking Product Marketing
Rockland Trust

To meet B2B customer expectations, marketers must follow the B2C lead, but maintain the requirements and compliance required by their industry. Is there a happy balance? If so, where?

In this interactive panel, we will explore the expectations of the B2B consumer and how marketing executives can creatively and strategically navigate the changing dynamics in the B2C consumer paradigms while complying with their industry regulations.

Key Take-Aways:
- Guide to meet client needs while complying with industry standards
- Lessons learned from navigating the B2C marketing lead
- Best practices on how to expand your customer base with these hybrid marketing strategies

5:25pm  Ask the Experts! Panel Discussion Concludes

5:45pm  Bean Town BBQ and Inaugural MARKETING WORLD Olympics

Gear up for a night of challenges that will put your brain and body to the test! A BBQ dinner will be served throughout the night as you network with your peers and engage in various games. Top teams will be draped in Gold, Silver & Bronze, so make sure to bring your ‘A’ game!

Join the Discussion: www.frost.com/linkedin-MAR
CONCURRENT COLLABORATION ZONES – Fireside Chats

11:00am  Fireside Chats are informal conversations that draw upon the experience and expertise of the featured executive.

Choose one of the following zones:

Zone 1: Knowing the Inside of Your “Customer Insight”

Fireside Chat With:
Lucy Nicol
Customer Segmentation and Strategy Manager
Newark Element14

Interviewed By:
Jeff Adee
President B2B Media Solutions
Infogroup

We’ve all heard it often that the more you know about your customer, the better are your chances of success with them. But not much is ever said about what truly constitutes as “knowing your customer” today. In this interactive session, we will explore what good customer insight really is, explain how to capture the right data for marketing personas, and discuss examples of personalization success.

Key Take-Aways:
- Tips on how to create new and enhance existing marketing personas for your company
- Insights on right customer data to collect and how to make it actionable
- Example of how personalization is catapulting an organization’s marketing initiatives and why it can work for you too

Zone 2: Your Brand on Demand

Fireside Chat With:
Glen Schwartz
Director, Global Corporate Communications
Dunkin’ Brands, Inc.

Interviewed By:
Linda Crowe
Vice President of Marketing
Brightcove

Once a nice-to-have, video is becoming a fundamental part of every marketer’s brand and content strategy. In fact, according to Aberdeen, 95% of best-in-class marketers are using video as part of their marketing mix. Video is now one of the best ways to expose your brand, and not only grab, but hold onto your customer’s attention. In this session you’ll discuss how organizations like Symantec, Citrix and GM utilize this high value content; equating to better customer’s attention. In this session you’ll discuss how organizations like Symantec, Citrix and GM utilize this high value content; equating to better customer’s attention.

Key Take-Aways:
- Insights into how today’s leading "Video Marketing Hero’s" are crushing their competition
- Understanding/Utilizing metrics for your video strategy within your marketing automation platform to increase your total marketing ROI
- Real-world examples of how to have your brand and content strategy drive more business

12:00pm  Food For Thought Luncheon – Networking Roundtables Hosted by Industry Leaders

Practitioners and sponsors host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

1:00pm  Session to Session Travel Time
When faced with a limited marketing budget, companies often make the mistake of following in the footsteps of industry "Goliaths," implementing traditional marketing strategies that drain a limited budget or hiring pricey advertising agencies that are incapable of cost-effective marketing. Whatever the size of your business or your budget, there’s a lot that marketers can learn from the “Davids” of industry: the underdog companies that turn constraint into opportunity. This session will explore how to use constraint as an enabler to a better solution, and how challenging the old ways of doing things can prove a competitive advantage for marketers.

Key Take-Aways:
- Examples of low cost and high impact marketing tactics that can capture value for the organization and differentiate from the competition
- Insight on the marketing mix that gives you the biggest bang for your buck
- Lessons learned from companies that have used constraint as a stimulus for originality and differentiation in the market

**EXECUTIVE PERSPECTIVE**

**1:35pm**  
**How Every Employee & Customer Can Be Your Brand Evangelist**  
**Brandy A. Smith**  
Creative & Brand Director  
Check Into Cash / Jones Management

Becoming the kind of brand that people talk about requires vision and a drive to create better customer experiences. It starts with a customer-centric attitude that bridges the gap between the customer and the employee, and it ends with increased revenue. Brandy Smith will draw upon from her real-world experiences in managing over a dozen different brands.

Key Take-Aways:
- A case study for creating customer experiences that last
- Tools to help you create better user experiences
- A brief action plan for engaging employees in a developing brand

**INTERACTIVE**

**2:05pm**  
**From Insight to Action**  
**Nicole Coons**  
Marketing Vanguard, Integrated Marketing Solutions  
Frost & Sullivan

Your head is full of new ideas, and you’re motivated to share what you’ve learned and take action. The only problem is re-entry into the realities of your current workload can derail even the strongest of intentions. Through guided reflection and brainstorming exercises, we’ll use this time to curate all of the golden nuggets from the sessions you attended and turn them into an organized framework for action when you return to your office. Bring your notes and get ready to plan!

Key Take-Aways:
- Framework to determine your unique way to identify new challenges, and plan ahead for obstacles you may encounter
- Develop a plan of action that’s personalized to match your organization’s goals, timeline and resources
- Insight on which ideas from MARKETING WORLD are likely to have the biggest impact for your company

**3:00pm**  
**16th Annual MARKETING WORLD 2015: A Frost & Sullivan Executive MindXchange Concludes**

**5:30pm**  
**2015 Excellence in Best Practices Awards Gala**

Join us in celebrating as Frost & Sullivan presents these prestigious Awards recognized by industry leaders, the investment community, and the media at our Excellence in Best Practices Awards Gala and Reception. Participation involves an additional fee and separate registration. Please see registration page for details.

---

**GetYour Hands on the Executive MindXchange Chronicles:**

**A Real Golden Nugget that Continues to Add Value Post-Event**

Now you can have your very own detailed summary of the event presentations, general sessions and interactive sessions, to bring back to your organization and team.

**WHAT DO YOU GET?**

- Access to all notes; let us do all of the note taking for you
- Take the event home to your teammates that were unable to attend
- Ensure you benefit from all the sessions, even the ones you missed
- Never forget what you learned and who spoke at the event
- Huge savings for these esteemed chronicles for event participants
- Plus, much, much more!

**THE BENEFITS ARE NUMEROUS:**

- Ensure you benefit from all the sessions, even the ones you missed
- Never forget what you learned and who spoke at the event
- Huge savings for these esteemed chronicles for event participants
- Plus, much, much more!

**PRICING:**

The all new MARKETING WORLD 2015 Executive MindXchange Chronicles® are now available for purchase. Event participants will receive savings of over 50%.

**Participant Pricing:**  
Onsite: $395  
Post-event: $495

**Non-Participant Pricing:**  
$695

---

**INTERESTED, AND WANT TO LEARN MORE?**

Visit the Frost & Sullivan Registration Desk to keep the benefits coming even after the event.

---

**Attire Recommendations Key:**
- *Casual*: Jeans, T-shirt, Comfortable Shoes
- *Business Casual*: Button down shirt, Trousers, Dress
- *Formal*: Suit & Tie, Formal Dress
- *Athletic*: Workout Clothing, Sneakers
Brightcove Inc. (NASDAQ: BCOV), a leading global provider of cloud content services, offers products used to publish and distribute the world’s professional digital media. The company’s products include Video Cloud, the leading online video platform and Zencoder, a leading cloud-based media processing service and HTML5 video player provider. 

www.brightcove.com/en/

Cvent, Inc. (NYSE: CVT) provides the leading cloud-based enterprise event management platform that empowers marketers to create and manage compelling events that generate leads, engage attendees, and drive results. Cvent integrates with marketing automation and CRM systems to develop a 360 degree view of attendees and tie events to the revenue cycle.

www.cvent.com

Dynamic Signal redefines how companies communicate with the world. Our proven Employee Advocacy platform lets employees receive and post company-approved content to their social networks, transforming them into experts, advocates and contributors. Founded in 2010, Dynamic Signal helps hundreds of organizations of all sizes including IBM, Salesforce, GameStop, Domo, SurveyMonkey and Bloomberg.

www.dynamicsignal.com

Frost & Sullivan’s Integrated Marketing Solutions Practice enables B2B companies to overcome five of the most common marketing challenges; 1) content development 2) inbound marketing 3) product launches 4) overburdened resources 5) tracking and delivering a marketing return. These fully customized and integrated marketing solutions can take the form of messaging, awareness, nurturing, demand generation and/or pipeline development programs. Your goals are our goals.

http://marketingdemandgeneration.com

Infogroup Media Solutions empowers business, consumer, and nonprofit marketing professionals. Through our innovative data sets, media management, analytics, brokerage services and marketing solutions, we help lower the cost to acquire new revenue and hold on to current customers.

www.infogroup.com

Invenio Solutions, a sales services firm, focuses on high quality lead development, pipeline generation and full cycle sales for our clients. Our comprehensive packages include teams of “Sales Scientists” delivering measurable, market-leading results and significant ROI and growth. We connect you with customers wanting to know more about your solutions.

www.inveniomarketing.com

MarcomCentral is a premiere online provider of marketing asset management technology. Our innovative platform is a dream come true for modern marketers, empowering their corporate users (sales teams, partners, distributors, brokers and franchisees) to produce custom marketing pieces from anywhere in the field. The best part is there’s no room for rogue marketing. All pieces are 100% compliant, and can only be customized using pre-approved dynamic choices.

www.website.com

The Mx Group is a digital and demand creation agency. We integrate marketing, technology and sales optimization services to help companies attract, convert and retain customers. For more than 25 years, clients have trusted us to help turn their marketing investments into measurable revenue.

www.themxgroup.com

The Smart Cube provides clients around the world with bespoke, high-value, actionable insights to help them make informed decisions. With over 500 highly skilled analysts at our disposal, we create strategy and marketing intelligence to answer vital business questions. Every client has a custom need and our capabilities offer comprehensive insights into their markets.

www.thesmartcube.com

TechValidate is fast-growing Software-as-a-Service company based in the San Francisco Bay Area. Our on-demand offering is the first and only automated platform that collects and transforms customer experience data into credible content (case studies, ROI analyses, customer testimonials, customer reviews) for use across all key marketing and sales communication channels.

www.techvalidate.com

For Sponsorship Opportunities, please contact Gary Robbins, Partner, Integrated Marketing Solutions.

Email: grobbins@frost.com Tel: 703.729.6386
Virtual Events

Interested in getting live and interactive high-quality content right from your desktop? If so, then Frost & Sullivan's complimentary eBroadcasts are for you. By combining the immediacy of the web with the impact of streaming audio, these one-hour, topic-specific seminars, allow participants to exchange real-world experiences with senior-level executives and key industry analysts.

onDemand eBroadcasts

<table>
<thead>
<tr>
<th>Title</th>
<th>Available Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>When Customers Call…and They Will: Is Your IVR Ready to Greet Them?</td>
<td><a href="http://www.frost.com/ivr">www.frost.com/ivr</a></td>
</tr>
<tr>
<td>The Power of Retention: Maximizing Value in Centers of Excellence</td>
<td><a href="http://www.frost.com/retention">www.frost.com/retention</a></td>
</tr>
<tr>
<td>Deliver Strong Customer Interactions from the Cloud – Anytime, Anywhere</td>
<td><a href="http://www.frost.com/anytime">www.frost.com/anytime</a></td>
</tr>
<tr>
<td>3 Key Benefits of Cloud Communications</td>
<td><a href="http://www.frost.com/passion">www.frost.com/passion</a></td>
</tr>
<tr>
<td>Wowing the Customer: Uncomplicated Performance Management to Improve the Customer Journey</td>
<td><a href="http://www.frost.com/wow">www.frost.com/wow</a></td>
</tr>
</tbody>
</table>

Additional eBroadcasts are being added on a regular basis. For Frost & Sullivan's latest eBroadcast calendar, go to www.ebroadcast.frost.com
Registration at Frost & Sullivan Executive MindXchange events is subject to review, and restricted to end user practitioners. Therefore, we reserve the right to decline attendance to any company deemed to be a vendor in the market. For information on how to sponsor a Frost & Sullivan Executive MindXchange, please contact Gary Robbins at grobbins@frost.com.

VENUE INFORMATION
The Fairmont Copley Plaza
138 St James Avenue
Boston, MA 02116
Phone: (617) 267-5300

Frost & Sullivan will be reserving a limited number of discounted rooms at the event property. Please contact the property directly for rates, availability, and to book your accommodations. Be sure to mention you will be participating in the Frost & Sullivan event.

Participant Package Includes

1. Complete access to all keynotes, interactive workshops and non-stop networking activities
2. Subscription to our quarterly Marketing eBulletin
3. Access to dozens of Marketing industry articles & white papers
4. Complete access to our onDemand library of recent industry eBroadcasts
5. Membership to Frost & Sullivan’s Marketing World LinkedIn Community; available only to current and other approved VIP companies
6. Preferred pricing for the Executive MindXchange Chronicles; a collection of notes covering the entire Executive MindXchange

For more details on these registration features, visit: www.frost.com/YourParticipation

Schedule a Complimentary One-on-One Growth Strategy Dialogue

A Growth Strategy Dialogue (GSD) is a customized session for Senior Executives facilitated by a Frost & Sullivan growth strategy consultant and a tenured industry analyst. Ask questions and brainstorm with experts to evaluate and enhance your growth strategy. These free on-site sessions are exclusive with a limited number of slots, and reservations will be confirmed on a first-come, first-served basis.

Please have a Frost & Sullivan associate contact me to secure my Growth Strategy Dialogue time slot.

PAYMENT PROCEDURES

Payment in full is required immediately upon registration and is non-refundable and also must be received by Frost & Sullivan prior to the event start date. If payment has not been received by Frost & Sullivan prior to the event start date you will not be able to attend the Executive MindXchange. If, for any reason, you are unable to attend the Executive MindXchange for which you are registered, and notify Frost & Sullivan in writing more than 3 weeks prior to the event start date, a one-time credit will be issued for use toward registration at any other Frost & Sullivan Executive MindXchange. The credit must be used within 90 days of the original registration date and can be applied to any Executive MindXChange event scheduled up to one calendar year from the event for which you originally registered. Credits may not be transferred more than once, and all unused credit(s) will be forfeited after 90 days. Cancellation within 21 days prior to the event will incur a one time fee of $500. The remaining balance can be applied to any Executive MindXchange up to one calendar year from the event for which you originally registered. Notification must be received by Frost & Sullivan in writing. If you do not attend the event and fail to notify Frost & Sullivan PRIOR to the event, no credit will be issued. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond the control of Frost & Sullivan may occur. The program agenda will be updated biweekly and can be downloaded from www.frost.com/mar