



The 2006

Marketing Conference

Marketing in 2010:
Growth Strategies for the Future

Optional Pre-Conference Seminar: October 31, 2006
Conference: November 1 - 2, 2006
Westin New York at Times Square
New York, NY

The Conference Board's 54th Annual Marketing Conference will bring together chief marketing officers and marketing leaders to explore the relationship between innovation, growth and winning marketing strategies. This is an unprecedented opportunity to hear from marketing leaders representing world-class companies including Avaya, American Express, Motorola and Xerox and to engage in knowledge sharing and interactive dialogue with other chief marketing officers and senior marketing executives. Thought-leaders in marketing will give their insights on the following topics:

- What world-class corporations are doing to identify trends and plan for the future and what marketing executives must do to align with overall corporate strategy
- How demographic changes, globalization, technology, customer trends and preferences will impact industries and businesses
- The top priorities for CMOs in the next decade and how their role in the corporation will change

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About The Conference Board

The Conference Board is the world's leading business membership organization, with a global network of nearly 2000 enterprises in 61 countries.

The Conference Board creates and disseminates knowledge about management and the marketplace to help businesses strengthen their performance and better serve society.

Working as a global, independent membership organization in the public interest, we conduct research, convene conferences, make forecasts, assess trends, publish information and analysis, and bring executives together to learn from one another.

The Conference Board is a not-for-profit organization and holds 501(c)(3) tax-exempt status in the United States.

Why Our Meetings Are Different

The Conference Board provides senior executives from major organizations around the world with opportunities to share practical business experience. This focus on actual experience, not theory, and a superior level of peer networking are the distinguishing features of our meetings.

The Conference Board's meetings are rated as one of America's leading speaking platforms for top management. More than 150 CEOs address the more than 12,000 meeting participants each year.

The Conference Board
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www.conference-board.org

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Dear Colleague,

Over the past ten years, globalization, technology and customer empowerment have dramatically changed the relationship companies have with their customers. Technology, specifically the Internet, has driven the biggest changes. And, while technology has brought new channels, globalization has brought competition as well as new customers. What trends will continue into the future? Surely new technologies will improve communication channels for marketers and enable companies to better understand and target customers. Developing economies will provide new markets and new customers. Possibly the most notable trends are the coming demographic changes both in the US and globally as we move from a rural to an urban population, from young to old, from an economic power center in the US to Asia. How will these trends, communication technology advances, and demographic shifts impact companies and their businesses? How will they change how firms choose to grow, innovate, communicate with current customers and target future customers?

The Conference Board's 54th Annual Marketing Conference will bring together chief marketing officers and senior marketing executives to look into the future and highlight global trends that will impact your business in the years to come. Our faculty of top-marketing thought leaders, strategists and CMOs from world-class companies will give their insights on technology, demographic and economic changes and how marketing executives should prepare for those changes. In addition, the program will feature in-depth workshops specifically for B2B and B2C companies as well as general marketing strategy case studies. I hope you will join us in New York in November.

Sincerely,

A handwritten signature in black ink, appearing to read 'Christine Hess', with a stylized flourish at the end.

Christine Hess
Conference Program Director
The Conference Board

Optional Pre-Conference Seminar

Tuesday October 31, 2006

Global Marketing Strategies

Seminar: 9 am - 4:30 pm

Registration and Continental Breakfast: 8 - 9 am

Keynote: Executing a Global Marketing Strategy

General Session A: 9 - 9:50 am

Global marketing is challenging, both strategically and tactically. However, it has become a necessity as corporations in mature industries feel pressure to grow globally as they face saturated domestic markets. And, the opportunities cannot be ignored. There is also the competitive pressure to establish a foothold before competitors (both global and local) dominate the market. What is the best strategy to target the right regions for your product or service, use right mix of communication channels to reach them and decide on right products and services to offer?

Elizabeth Corley

Vice President, Communications and Infrastructure
Teradata, a division of NCR

Refreshment Break: 9:50 - 10:20 am

Asian Brand Strategy – A New Leadership Paradigm

General Session B: 10:20 - 11:10 am

There is a paradigm shift in branding that needs to occur within Asian companies before they can unleash their mighty global leadership potential. There will be a growing emphasis on brand strategy and shareholder value – to drive value – that will move up the boardroom agenda and become one of the most prominent drivers of value in Asia Pacific. Offering insights, knowledge and perspectives on Asian brand and branding as a strategic tool, and providing a comprehensive framework, Martin Roll will give you a clearer understanding of Asian branding strategies and Asian brands,

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Optional Pre-Conference Seminar

including success stories and challenges. Mr. Roll will provide case stories on leading Asian brands to illustrate how these brands can or will employ branding as a catalyst for leadership and long-term performance. Specifically, the presentation covers:

- The Asian Brand Leadership model
- Successful Asian brands: directions for the future
- How branding excellence enhances shareholder value
- A new paradigm for the boardroom
- Strategies for western brands to gain a firm foothold in Asia
- The degree of customization of Western brands and products in Asia
- Brand marketing strategy for aspiring brands

Martin Roll

Chief Executive Officer

VentureRepublic

Managing the Customer Experience to Deliver Exceptional Brand Experiences

General Session C: 11:10 am - 12 noon

Every time an employee interacts with a customer, or a customer interacts with a company, that company has the opportunity to either reinforce or weaken its brand promise. Aligning these points of interaction, or brand touchpoints, to deliver a consistent customer experience is critical to the sustained success of brands across all industries. As such, ensuring that each employee across the global organization understands how to make your brand promise actionable and is effectively delivering on the brand promise every day is critical to your success. Using a variety of case studies and best practices from leading global companies, Chaiki Nishino will discuss an approach for internally managing your brand as a strategic asset and bringing it to life within your company to deepen your relationships with customers and drive profitable growth. During this session, participants will learn:

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- What are all of the ways that customers develop an impression of your brand
- Why is it important to actively manage critical brand touchpoints
- What can you do to more effectively manage key touchpoints
- How to put the above to use within your global organization

Chaiki Nishino

Senior Engagement Manager
Prophet

It's Not About Ads, It's About Actions: What "Brand America" Can Learn from Global Marketers

Lunch Keynote Session D: 12 noon - 1:30 pm

In this session you will hear lessons for "Brand America" from the world of global marketing. The speaker will also provide an update on best practices in corporate diplomacy.

Keith Reinhard

President
Chairman Emeritus and
President, Business Diplomatic Action
DDB Worldwide

Branding: Global, Local or Somewhere Between?

General Session E: 1:30 - 2:15 pm

Different situations call for different branding strategies when expanding to new markets. Global brands have their advantages, but also present possible pitfalls. Companies need to consider competitive, cultural, language and other issues across geographies when deciding which strategy to pursue. This session will cover the following:

- A bit of history and theory
- Brand architecture options
- B2C vs. B2B

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- Challenges around consistent delivery of a brand promise
- Successful global brands: few and far between
- Internal / employee branding

Philip Grabfield

Global Business Line Marketing Leader
Mercer Human Resource Consulting

Networking Break: 2:15 - 2:45 pm

Advertising in China's Crosshairs: Advertising, Exploiting and Protecting Brands in China

General Session F: 2:45 - 3:30 pm

This session will explore the legal landscape facing marketers as they enter the China market with new and established brands. In a country only beginning to understand the critical need of marketers to protect brand equity, the laws are lax and confusing. Learn how to best protect your most valuable investment. This session's critical insights on marketing in China include:

- Brand, Intellectual Property and Data Protection
- What kind of creative works
- Key pitfalls in China's advertising regulations
- Ambush marketing in China
- Privacy Issues: The Yahoo! Case

Douglas J. Wood

Chair, Advertising, Technology & Media Law Group
Reed Smith LLP and
Chairman and Founder
Global Advertising Lawyers Alliance

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Optional Pre-Conference Seminar

Insights on Making a Global Marketing Organization Work

General Session G: 3:30 - 4:30 pm

This concluding keynote will give insights from marketing veteran, Steve Cone. His presentation will look at:

- Spinning a global marketing organization...in the right direction
- The local vs. global question – one campaign, many or any?
- What all citizens of earth really care about and how should global marketing organizations respond?
- How to navigate the media minefields from region to region

Steve Cone

Head of Global Marketing

Citigroup Global Wealth Management

Citigroup Inc.

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Wednesday, November 1, 2006

Registration and Continental Breakfast: 7:45 - 8:45 am

Welcome and Introductions: 8:30 - 8:45 am

Robert M. Falcey

Senior Vice President, Conferences
The Conference Board

Christine Hess

Conference Program Director
The Conference Board

Global Marketing: Strategies for the Future

General Session A: 8:45 - 9:30 am

Some of the changes we will see into the next decade have already begun to emerge. Corporations are looking outside their borders for new markets, expanding operations globally and outsourcing. Marketing executives will continue to feel pressure to grow and increase profits, exceed customer expectations, stay competitive, innovate, streamline processes and account for a return on marketing expenditures. The power of the customer, price pressures and global competition are going to impact businesses for many years to come. This session will feature a CMO from a global organization who will give insights on:

- Managing marketing in a global, world-class organization
- The best marketing strategies for a borderless, connected world
- Staying competitive and focusing on value rather than price

Michael MacDonald

President, Global Accounts and Marketing Operations
Xerox Corporation

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Customer Understanding, Customer Experience and Customer Loyalty

General Session B: 9:30 - 10:30 am

To grow and remain competitive, companies are continually trying to anticipate the customer's future needs. Over the past few years many companies have reversed declining profits by including customer insights into their product and service development process, focusing on customer loyalty and building communities with customers and potential customers. This session will focus on how to:

- Communicate with customers how they want, when they want
- Foster loyalty and connect with influencers
- Refine the innovation process to incorporate customer insights

Ron Swift

Vice President, Cross Industry Solutions

Teradata, a division of NCR

Author, *Accelerating Customer Relationships*

Refreshment and Networking Break: 10:30 - 11 am

Branding Strategies: How to be Both Global and Local

General Session C: 11 am - 11:45 am

Marketing and branding strategies have evolved dramatically over the past decade. We have gone from a product-driven mass-market model to a customer-centric model focused on customer experience and relevance. What will be the new tenets of branding in the years to come? How can companies create brands that are relevant to their target market but also resonate with the global community? This session will feature two senior marketing executives who will show how they are building their brands for now and into the future.

Jocelyne Attal

Chief Marketing Officer

Avaya Inc.

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Maximizing Marketing Efficiency by Leveraging Web-based Technology

General Session D: 11:45 am - 12:30 pm

CMOs and marketing executives typically use web-based technologies to become efficient and gain a better return on their marketing investment. There is now a web-based technology that can help streamline processes for printed communications marketing materials. In this session you will learn how a one billion dollar plus marketing driven firm is able to organize, manage, execute and control its brand and messaging assets in a cost efficient manner using this new web-based technology.

Mark Johnson

Chief Executive Officer

Four51

Staying on the Leading Edge in Marketing

Luncheon Session E: 12:30 - 1:45 pm

Sponsored by: **Peppers&RogersGroup**
a division of Carlson Marketing

Are you searching for ways to pump up your marketing performance? If so, it's time to take a risk. Many marketers today are too conservative and continue to use traditional (and ineffective) tools to attempt to create a brand buzz. To engage customers and really get them talking about your brand and about your product and service benefits, you need to push the marketing envelope with innovative strategies that drive measurable results. Listening is what resonates with your customers – being the first, or the best, in satisfying their needs. This candid keynote will give you insights on what it takes to it takes to create marketing with an edge – and how that translates to bottom-line success.

Jim Schroer

President and Chief Executive Officer

Carlson Marketing Worldwide

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Concurrent Sessions F1, F2 & F3: 2 - 2:45 pm (Choose one)

Marketing Trends Case Study I: Interactive Marketing and Integrated Marketing: Optimizing Your Online Presence

Concurrent Session F1: 2 - 2:45 pm

Is widespread customer awareness important? Of course. What about NEW buyer familiarity? You've redesigned your interactive strategy to align holistically with the business but you realize there are new buyer hubs out there who don't know your brand, your business reach, or even the features of your products and services. Companies need to both accommodate the growing buyer universe and keep present clients, targets and prospects engaged in their websites, direct marketing campaigns and web events. In this session, Towers Perrin shares its year-long web redesign project from the strategic view. We will review their initial plans and rationale for the redesign; the technology overhaul to support the growing business needs and the increased sophistication of the web user, online content overview and review, live web events, online tutorials for the products' division, features for the new buyer audience and its influence on the overall design.

Joan Jacob

Director, Interactive Marketing
Towers Perrin

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B2C Marketing Case Study I: Developing and Driving a Customer-focused Positioning Through the Organization

Concurrent Session F2: 2 - 2:45 pm

Sponsored by:  P R O P H E T

This session will focus on the steps taken to develop and drive a new positioning for the American Express brand. It includes a discussion on the specific role of customer touch points in delivering on the new positioning, and how it was implemented from both an internal and external perspective. Session attendees will learn:

- Best practices in creating actionable and effective brand positioning
- How a premier marketing company developed its employee engagement initiative
- What kind of results can you expect – especially in service-based companies

Peter Vaughan

Vice President of Brand Management
American Express Company

Andrew Pierce

Senior Partner
Prophet

B2B Marketing Case Study I: Breaking Through the Noise: Anatomy of a B2B Advertising Campaign

Concurrent Session F3: 2 - 2:45 pm

This session will focus on how to use “disruption” to and break through the noise to promote and further extend your brand to end consumers in B to B environment. In this in-depth case study, you will hear how a set of principals, tools and processes focused around “disruption” can be employed to enhance and extend your company’s brand. You will also hear about specific strategies designed to extend brand to end consumers in a B to B environment. The case study, presented by Chait Day Los Angeles and Principal Financial, will provide a comprehensive overview of various disruptive tools and strategies and will discuss their specific application in Principal's recent brand strategy change.

Jerry Patterson

Chief Marketing Officer, Life & Health
Principal Financial Group

Jennifer Nottoli

Account Director
TBWA\CHIAT\DAY

Refreshment and Networking Break: 2:45 - 3 pm

Concurrent Sessions G1, G2 & G3: 3 - 3:45 pm (Choose one)

Marketing Trends Case Study II: Niche Marketing: How Subaru Breaks Through the Clutter

General Session G1: 3 - 3:45 pm

It’s no secret that marketing and advertising tactics of automotive companies are some of the noisiest, most clamorous of any industry. It’s actually difficult for customers to weed through these brand communications in an effort to find the vehicle they desire. As a niche marketer of all-wheel drive vehicles, Subaru has learned to not only stand out in the crowd, but also create credible and authentic relationships with its customers that lead to some of the highest customer loyalty rates in the business. In your life – not in your face – is how some describe the Subaru niche marketing strategy.

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Hear how the use of market segmentation based on lifestyle preferences has led to the successful proliferation of this name brand.

Timothy J. Mahoney

Senior Vice President and Chief Marketing Officer

Subaru of America, Inc

B2C Marketing Case Study II: Multicultural Consumers: Realizing the Potential of Multicultural Markets

Concurrent Session G2: 3 - 3:45 pm

There is no doubt that multicultural consumers represent a strong and growing segment. Their increasing buying power and other attributes makes them a tremendously important group for marketers looking to influence a growing population. Ultimately, the companies and strategic marketers that recognize the importance of multicultural groups and make efforts to understand and speak to this group will gain market share and brand allegiance. Given the demographic projections, companies that want to grow over the next few decades cannot afford to ignore this market. This session will look at strategies for communicating with multicultural audiences including:

- Strategies for building brand awareness and increasing customer loyalty in a multicultural community
- Understanding the multicultural mindset – interests vs. ethnicity
- Targeting sub-segments based on language preference, country of origin and duration in the US (immigrant, first generation, second generation)

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B2B Marketing Case Study II: Sales and Marketing Collaboration

Concurrent Session G3: 3 - 3:45 pm

Sponsored by:



Value-based and hybrid sales channel strategies are becoming a primary source of competitive differentiation in a majority of B2B markets. Exceptional design and execution of these strategies requires a Marketing and Sales collaboration capability well beyond that existing in many organizations today. As a result, many corporate leaders are beginning to place significant attention on truly aligning their Marketing and Sales functions. This session will focus on best practices drawn from leading corporations in the hi-tech, transportation & hospitality, healthcare, industrial manufacturing and financial services industries. High leverage Marketing and Sales collaboration areas will be discussed along with approaches for achieving effective collaboration in these areas.

Michael Moorman

Managing Principal, B2B Marketing & Sales
ZS Associates

Accountability in 2010: Taking Marketing ROI to the Next Level

General Session H: 4 - 5 pm

Many current surveys of CMOs cite accountability and measuring marketing ROI as a top concern and priority. Presumably, the importance of measuring marketing efforts and also testing new channels and marketing mixes will continue to be a top priority. What will be the expectations for measuring ROI in the coming years? What will be the new methodologies that will develop over the next five years? How will marketing ROI measurement change? Will executives be able to streamline measurement processes? This session will showcase innovative marketing ROI measurement programs and best practices for the years to come.

Alexander J. Black

Senior Partner, Head of Strategy, Customer Solutions Practice
CSC's Consulting Group
Computer Sciences Corporation

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November 1 - 2, 2006

Networking Cocktail Reception: 5 - 6 pm

Hosted by:



Thursday, November 2, 2006

Continental Breakfast: 7:45 - 8:30 am

Future Growth: Managing Innovation and Organic Growth

General Session I: 8:30 - 9:15 am

Corporations grow in a number of ways – through innovation, organic growth and acquisitions. Marketing executives are positioned to be a key player in innovation and organic growth. How are marketing executives helping their organizations to manage growth? What is the role of marketing in innovation? This session will feature a leading authority in innovation who will give strategic insights into successful innovation strategies.

Larry Keeley
President
Doblin Inc.

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Global Product Development and the Importance of the Marketing Organization

General Session J: 9:15 - 10 am

Traditionally, organic growth is driven by product development. However, in an increasing global, commoditized world where customers can efficiently shop for the best deals and have fluid tastes and preferences, developing the right products and the right time for the right people is very challenging. What do world-class organizations do to ensure that the products they develop will resonate with customers? How do they speed up the development process to stay competitive, align with trends and appeal to global consumers? This session will explore the challenges of global product development and the role of marketing in the produce development process.

George Neill

Corporate Vice President

Global Marketing and Interim Chief Marketing Officer

Motorola, Inc.

Refreshment and Networking Break: 10 - 10:20 am

Building Communities: New Marketing Technologies and New Media

General Session K: 10:20 - 11 am

As corporations continue to become more customer-centric, they must engage customers in a collaborative communication process. Gone are the days of communicating messages and offers one way through direct mail and advertising. The list of channels that have developed over the past decade is daunting: web sites, online ads, e-mail, blogs, interactive TV, podcasts, kiosks, mobile ads, viral and word of mouth. To harness these powerful communication tools, many corporations now are actively developing customer communities and engaging customers in a dialogue to better understand their preferences, gain customer insights, listen to complaints and test new products and services. In this session, two experts in new marketing technologies will discuss the best ways to harness the power of new communication channels.

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Brian E. Kardon

Chief Strategy and Marketing Officer
Forrester Research, Inc.

CMO Roundtable: Leadership and Change Management

General Session L: 11 am - 12:30 pm

Marketing executives are change agents – driving companies to do things better; innovate, listen to customers, serve customers better and to provide what customers want.

This session will feature a panel of Chief Marketing Officers who will discuss how they led their corporation through change and provide insights on how you can change your organization to prepare for the future.

Moderator

Bernd H. Schmitt

Robert D. Calkins Professor of Business
Columbia Business School
Executive Director, Center on Global Brand Leadership
Columbia University

Speakers

Gordon Hecker

Vice President and Chief Marketing Officer, Financial Services
Nationwide Financial Services Corporation

Marty Homlish

Global Chief Marketing Officer
SAP America Inc.

John Giere

Chief Marketing Officer
Lucent Technologies

Adjournment: 12:30 pm

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Advisory Board

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Chief Marketing Officer
Dow Corning Corporation

Philip W. Grabfield

Chief Marketing Officer
Mercer Human Resource Consulting

Bernd H. Schmitt

Robert D. Calkins Professor of Business
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Columbia Business School

Gerald W. Patterson

Chief Marketing Officer, Life & Health
Principal Financial Group

Mark Samuels

Senior Vice President
Corporate Marketing and Communications
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Arun Sinha

Vice President and Chief Marketing Officer
Pitney Bowes Inc.

Mark Suseck

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Johnson & Johnson

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Registration Information

The 2006 Annual Marketing Conference

Online www.conference-board.org/marketing.htm

By Phone Call Customer Service at 212 339 0345
8 am to 6 pm ET Monday through Friday

By Fax Complete the registration form and fax to:
212 836 9740

By Mail Complete the registration form and mail to:
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P.O. Box 4026, Church Street Station
New York, NY 10261-4026

Cancellation Policy

Full refund until three weeks before the meeting. \$250 administration fee up to two weeks before the meeting. No refund later than two weeks before the meeting. **Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.**

Team Discounts per person

For a team of two or more registering *from the same company at the same time*, take another \$100 off each person's registration.

Hotel Accommodations

Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board's Annual Marketing Conference.

Westin New York at Times Square
270 West 43rd Street
New York, NY 10036
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Hotel Reservations Cut-off Date: October 16, 2006

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Registration Form

The 2006 Annual Marketing Conference
Optional Pre-Conference Seminar: October 31, 2006
Conference: November 1 - 2, 2006

Westin New York at Times Square
New York, NY

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Please choose your preferred Concurrent Sessions

Wednesday, November 1, 2006

F1 or F2 or F3 (Choose One)

G1 or G2 or G3 (Choose One)

Pre-Conference Seminar (928007-4)

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