



# Building a Brand for the Digital Age: How to master the New 5 P's of Marketing Seminar

Wednesday, June 8, 2016

## OVERVIEW

Every marketer is familiar with the traditional five P's of marketing (Product, Place, Promotion, Price, and Profit), but in today's digital world marketers must also focus on a new set of priorities in order to ensure that their brands stay relevant and successful.

In this full-day seminar, you will learn about how to incorporate the new 5 P's of marketing into your strategy: Platform, Presence, Personalization, People and Purpose.

Welcome & Introductions: 9:00– 9:30 am

Presenter:

**Jen McClure**, CEO, JEM Consulting, Chair, Society for New Communications Research and (Recent) VP Digital and Social Media, Thomson Reuters

Jen McClure is CEO of JEM Consulting & Advisory Services, a Silicon Valley-based consultancy dedicated to helping organizations gain competitive advantage through the use of digital technologies. Prior to JEM, Ms. McClure founded the Digital Center of Excellence and served as Vice President of Digital & Social Media at Thomson Reuters. In this role she was responsible for digital strategy, enablement and governance across web, mobile, social, online community and search. Ms. McClure founded the Society for New Communications Research, a nonprofit research foundation and think tank focused on the latest developments in digital, mobile and social media and their impact on business, culture, and society.

Morning Session: 9:30 am – 12:00 pm

### Platform & Presence

The foundation of digital marketing lies in your digital platform and presence. You will learn:

- How leading B2B and B2C companies are investing in digital and social media platforms to deliver on their marketing, sales, and business strategy goals and delight their customers
- How to use digital and social data to continuously improve the digital customer experience
- Best practices for creating a seamless digital experience

Presenter:

**Jaime Punishill**, Head of Digital Marketing & Channel Management, TIAA

Jaime Punishill is a recognized leader in emotive marketing, customer strategy, and innovation. At market leading financial services, market research, consulting and information services firms, he developed and implemented experiential marketing; digital, product, channel, platform and social media strategies that transformed the customer experience. He is currently Head of Digital Marketing/Channels at TIAA. He leads a team responsible for bringing the TIAA brand and customer experience to life in digital mediums.

Prior to his current role, Jaime was the Global Head of Content and Digital Distribution for Thomson Reuter's Wealth Management division where he designed and built a suite of products and services powering more than 1,000 financial firms and media partners' portals and apps using Thomson Reuters market data, news, and analytic insight. Jaime was also Senior Vice President of Digital Innovation for Citibank where he developed the vision, strategy, and customer experience design for the mass affluent advice division and led the company's efforts to become the first "social bank" and one of the leading financial services firms in social media. Earlier in his career, Jaime held key roles at Capgemini and at Forrester Research specializing in the technologies that supported the creation and operation of wealth management products and services, and the systems that produce and deliver financial advice. He has been leveraging digital mediums to improve the customer experience since 1997 when he built the first online brokerage from Bank of America.

Networking Lunch: 12:00 – 1:00 pm

Afternoon Session 1: 1:00 – 3:30 pm

### People & Personalization

In the age of social, it's not just about targeting and segmenting, it's really about engaging with people, forming relationships, and delivering a relevant, personalized experience. In this afternoon session, "Providing the Right Message to a Market Segment of One," Conference Board Program Director and SNCR Senior Fellow Mike Moran will share:

- How to provide the right content to the right people at the right time
- How to use personas to align the right content with the right buyer
- How understanding the customer journey can help reveal where the buyer is in the process
- Which content is persuasive in different stages of the buyer's journey
- The importance of search as part of a successful personalized content marketing strategy
- How to connect your customer journey to your sales funnel mapping exercise to help you get closer to your customer

Presenter:

**Mike Moran**, Author, Sr. Fellow, Society for New Communications Research; (Recent) Distinguished Engineer, IBM

Mike Moran is a SNCR Senior Fellow and program director of The Conference Board Digital Strategy and Enterprise Digital Transformation Councils. He is an expert in digital marketing, search technology, social media, text analytics, and web metrics, who, as a certified speaking professional, regularly makes appearances worldwide. Mr. Moran serves as a senior strategist for Converseon, a leading digital media marketing consultancy based in New York City. He helps Converseon's key clients with social media marketing and social media listening issues.

Mr. Moran spent 30 years at IBM, rising to the executive-level technical position of distinguished engineer. He held various roles in his IBM career, including eight years at IBM's customer-facing website, [ibm.com](http://ibm.com), most recently as the manager of [ibm.com](http://ibm.com) Web Experience, where he led 65 information architects, web designers, webmasters, programmers, and technical architects around the world.

Mr. Moran is the co-author of the best-selling book *Search Engine Marketing, Inc.*, now in its third edition. He is also the author of the acclaimed internet marketing book, *Do It Wrong Quickly: How the Web Changes the Old Marketing Rules*, which was named one of best business books of 2007 by the *Miami Herald*. Mr. Moran founded and writes for Biznology. He is also a columnist for SearchEngineGuide.com and All Things WOMM ([womm.org](http://womm.org)).

Afternoon Break: 3:30 – 3:45 pm

Afternoon Session 2: 3:45 – 4:30 pm

### Purpose

We'll end the day focusing on what matters most – purpose. Your brand can't rise above the noise if you aren't relevant or don't serve an important purpose in your customers' lives. In this session, we'll explore the role of purpose in digital marketing today, and review some exciting and creative examples of brands that found success by reinventing their role in the lives of their customers.

In his presentation, "The Role of Purpose in the Age of Digital Marketing," Jim Rosenberg will discuss how in the age of digital marketing you need to be purpose-driven, or you'll be gone. Global millennials demand purpose in the enterprise. Research shows they will pay more for sustainability and for social purpose. You will learn how to:

- Develop a purpose-driven content strategy
- Tailor content that appeals to the head and heart
- Humanize a complex topic
- Develop meaningful content partnerships

Presenter:

**Jim Rosenberg**, Chief Communications Officer, **Accion**

Jim Rosenberg manages Accion's communications and marketing. Accion is a nonprofit/global social impact investor focused on financial inclusion.

Mr. Rosenberg has more than a decade of experience in global development and nearly 20 years in media and communications. As the World Bank's Head of Online & Social Media, he played a key role to create a coherent, global approach to digital communications, integrating digital into all facets of the Bank's outreach. He led the team tasked with corporate web and social media. At the World Bank Group, Mr. Rosenberg was also a regional web editor covering South Asia and for four years managed outreach for CGAP's mobile phone.

Key Takeaways Recap & Wrap-up: 4:30 – 5:00 pm

You'll leave this full-day session with an action plan to enhance your digital marketing strategy to achieve your business goals.

**Jen McClure**, CEO, **JEM Consulting**, Chair, **Society for New Communications Research** and (Recent) VP Digital and Social Media, **Thomson Reuters**

## Don't Miss the Annual Brand Conference June 9-10, 2016 Westin New York at Times Square

At this highly interactive conference, leaders from some of the world's most interesting companies will share stories about creating relevant marketing that gets noticed in a time of unprecedented noise and distraction. We will be covering topics including:

- The future of mobile engagement and how your brand should respond
- Media strategies for reaching the right customers, and best practices on measuring success
- Why brand design and experience are your keys to effective marketing

# REGISTRATION INFORMATION



**Online** [www.conferenceboard.org/digitalmarketing](http://www.conferenceboard.org/digitalmarketing)

**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)

**Phone** 212.339.0345

*8:30 AM - 5:30 PM ET, Monday - Friday*

<b>Pricing:</b>	
<b>Members</b>	<b>\$1,035</b>
<b>Non-Members</b>	<b>\$1,235</b>

Fees do not include hotel accommodations.

## Location

**The Conference Board Conference Center**

845 Third Avenue (Between 51<sup>st</sup> and 52<sup>nd</sup> St), 3rd Floor

New York, NY 10022

Customer Service **212.339.0345**

## Cancellation Policy

Full refund until three weeks before the meeting. \$500 administration fee up to two weeks before the meeting. No refund after 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 three or more registering from the same company at the same time, take \$150 off each person's registration. One discount per registration. Multiple discounts may not be combined.



[www.conferenceboard.org/digitalmarketing](http://www.conferenceboard.org/digitalmarketing)

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