

2013 NYAMA

Marketing Solutions Summit

Achieving improved performance
and results



Friday, May 17, 2013
Pfizer Conference Center, New York City
Program Agenda

 **NYAMA**
NEW YORK AMERICAN MARKETING ASSOCIATION

Host Sponsor:



Session Sponsors:



2013 NYAMA Marketing Solutions Summit

Achieving Improved Performance and Results

Friday, May 17 2013

What are your biggest marketing challenges in 2013?

- Generating Brand Awareness and Driving Traffic
- Targeting Your Customers More Effectively
- Using Social Media to Generate Customers and Revenue
- Keeping Up With Marketing Trends and Strategies
- Increasing and Proving ROI

If you said yes to any one of those challenges, the New York American Marketing Association's (NYAMA) Marketing Solutions Summit is for you.

We developed an exciting agenda at this full day summit on Friday, May 17 in New York City. We invited world-class marketing executives to participate and discuss new ways to improve your marketing effectiveness with new solutions. Moreover, you will have opportunities to network with other marketing professionals.

To build brand superiority and customer loyalty during these times of rapid change requires a solid marketing strategy, timely execution and transparent metrics. During this summit you will gain valuable insights into what works and what does not. We hope you will join your marketing colleagues at this important summit.

Who should attend:

The Marketing Solutions Summit is designed to help marketing, branding, and communication professionals determine what factors should play a role in their choice of marketing strategy and management.

Registration and Continental Breakfast

8:00 am – 8:45 am

Welcome and Opening Remarks

8:45 am – 9:00 am

Lee Hornick

Board Member and Programming Director NYAMA

Session A: Change Your Integrated Marketing... Change Your Mind

9:00 am – 9:45 am

Internet, fast and smart devices across our home, and the cloud have changed marketing and media integration forever. Marketing integration should be expressed and measured through smart data collection and data mining in congress with highly relevant effective advertising and media planning. When accomplished, accelerated and measured, integrated push and pull marketing should deliver increased market share. During this session, Peter Weedfald will reveal advanced marketing integration.

- In our second digital decade, consumers will accelerate integration, curation and publishing of information and knowledge. We will present best practices to effectively navigate and articulate brand, products and services to ensure successful engagements with highly active and digital savvy consumers.
- He will present how to best gain consumer attention and interest while they multi-task across home, mobile and business devices.
- Financially sound marketing platforms are demanded by CEOs and CFOs in our socially connected business world. We will reveal a proven, highly robust marketing architecture to ensure best financial results and market gains.

Peter Weedfald

President, GenOne Ventures

Former Senior Vice President, Marketing of Samsung, and CMO of Circuit City

Author of *Green Reign Leadership*

Session B: Success Factors in Marketing: Influencing Customer Preference Using Social Media

9:45 am – 10:30 am

E-marketing does not exist in a vacuum. Savvy marketers worldwide are maximizing the unique potential of each marketing medium -- offline and online. As the online economy moves from one stage to the next, we will reveal who will profit and who will lose. In this session you will discover how to build brand awareness online.

Topics to be covered:

- Building a marketing value proposition
- Creating marketing and brand alignment
- Improving the overall effectiveness of your campaign

Terry Pulliam

Director for Intranet, Editorial & Creative Media Services
Sprint

Networking Break

15 minutes

Session C: Adapting to Changing Market Conditions

10:45 am – 11:30 am

Organizations need to adapt and change their business to meet customer demand. As the very nature of business is dynamic, entrepreneurs need to evolve and seize every opportunity they can. In the current climate, product lifestyles are shorter. Companies need to offer products and services that are attuned to the needs of the changing market, and should also aim to be one step ahead at all times. During this session, a senior marketing executive reveals new ways to adapt to changing market conditions.

Niharika Shah

Vice President, Marketing & Advertising Strategy
Prudential Financial

Session D: Building a Champion Brand: A Clear Path to Achieving Brand Strength

11:30 am – 12:15 pm

Learn more about four key attributes APCO's research uncovered that are proven to measure and build corporate brand strength, and lead to long-term impact on your corporate brand. Discover best practices of companies who top the Champion Brand Index, a global opinion survey of 70,000 corporate stakeholders measuring nearly 600 of the world's public and private companies. Also understand and learn how to interact with a new audience uncovered by the research -- the Stakebroker -- an emerging group of consumers who are much more than consumers, they are investors, labor and environmental activists, and social media leaders all at once, and how they have a unique and predictive ability to chart the fortunes of the corporate brand.

Robert Schooling

President, Americas
APCO Worldwide

Luncheon

12:15 pm – 1:00 pm

Session E: Living the Brand Promise

1:00 pm – 1:45 pm

Branding is one of the most scintillating topics in business today. Any brand is clearly more than just its name. Brands are the values, beliefs, and service experiences that underpin them. Because of competition and change we must endlessly review and reshape how the world views our companies, products, and services. During this session, you will discover how Florida Blue is living the brand promise with their stakeholders.

Sharon Wamble-King

Senior Vice President, Enterprise Communications
Florida Blue

Session F: Relaunching the Boston Children's Hospital Brand

1:45 pm – 2:30 pm

Marketing must be treated as a critical component of a company's strategy and vision. If this process is managed effectively, marketing can deliver tangible business results. At Boston Children's Hospital, their vision is to advance pediatric care worldwide. They recently rebranded themselves and will discuss how this non-profit institution succeed.

Margaret Coughlin

Senior Vice President, Chief Marketing and Communications Officer
Boston Children's Hospital

Networking Break

2:30 pm – 2:45 pm

Session G: Engaging Your Customer With the Brand

2:45 pm – 3:30 pm

Customer relationships are far more multidimensional now. Social branding embraces listening, participation and engagement in online brand communities. This includes company-sponsored websites and social media. But it also includes being part of thousands of other communities, networks and face-to-face experiences where employees, customers and other interested parties talk about your company or topics related to what your company does. During this session, you will learn new ways to:

- Shape perceptions of your organization
- Interact with customers
- Build stronger brand loyalty

John Kennedy

Vice President, Corporate Marketing
IBM

Session H: Using Social Media to Market Your Brand

3:30 pm – 4:15 pm

Social media is changing the world as we know it. Innovative companies use social tools like blogs and wikis to compliment their existing marketing and branding communications strategy. The social elements encourage individuals to become involved on a personal level with company policy and culture. They encourage participation and knowledge sharing because they are not imposed centrally but grown organically. During this session, you will gain insights in connecting with your customers using social media. The focus of this session is on:

- Developing social media marketing strategies that shape behaviors and attitudes
- Shaping perceptions of your products and services using the latest channels
- Adapting to changing customer preferences

John Bell

Global Managing Director, Social@Ogilvy
Ogilvy Public Relations

Session I: What Next? New Challenges For Chief Marketing Executives

4:15 pm – 5:15 pm

The half-life of a CMO is the shortest of anyone in the C-suite. The blurring of lines between the CMO and the CIO are growing each day. How can we continue to deliver value as customers are empowered with data? Maintaining a consistent corporate personality and character is harder than ever when expressed via so many brand touch points and channels. Is print media dead in the age of 'Smart' devices? The CMO today has to balance all of these issues and create credible strategies which can be measured and enable sales. During this session, Jack Armstrong of BASF will discuss:

- Cutting through the clutter with so many channels available
- How to justify ROI with so many platforms and 'big data'?
- Can social media & digital be used for B2B?
- Human capital and the fast changing mix of needed skills

Jack Armstrong

Director, Marketing Communications
BASF

Summit Location:

Pfizer's Conference Center
235 East 42nd Street
New York, NY 10017

Registration Form

First Name
Last Name
Title
Company
Address
City and State
Zip code
Phone number
Email address

Cost:

Early bird member rate: \$595.00
Register before Friday, April 19

Regular member rate: \$695.00

Early bird non-member rate: \$695.00
Register before Friday, April 19

Non-member rate: \$795.00

About the AMA

The American Marketing Association (AMA) was established in 1937 by visionaries in marketing and academia. Today, the AMA has grown to be one of the largest marketing associations in the world, with over 30,000 members who work, teach and study in the field of marketing across the globe. As the leading organization for marketers, AMA is the trusted go-to resource for marketers and academics. We are counted on as the most credible marketing resource where our members can stay relevant with knowledge, training and tools to enhance lifelong learning and obtain valuable information and connections. The AMA is constantly innovating and evolving, helping to shape the field as well as keep abreast of the changing global marketplace to help our members excel in their careers.

About NYAMA (New York Chapter)

The New York American Marketing Association is an organization of marketing professionals from a broad range of industries who seek the knowledge to make themselves more effective marketers. Behind everything NYAMA does is a focus on giving marketers easier access to the industry's recognized thought leaders, best practices, trends, and resources. NYAMA produces a variety of events throughout the year that feature marketing experts and provide valuable networking opportunities. We inspire, support and celebrate brilliance in marketing. Currently we have about 1,000 members within the chapter.

For additional information about the NYAMA Marketing Solutions Summit, contact Mandy McMaster, Membership/Program Coordinator at 212-687-3280 or amcmaster@nyama.org. If you request, we will recommend hotels in the immediate area

New York American Marketing Association

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