

GROWTH TEAM MEMBERSHIP™

presents

Marketing in Tough Times

16 NOVEMBER, 2009 | LONDON

Join us for a day of marketing insight, implementable best practices, and tools to help you grapple with the current economic environment and deliver tangible value to your company. This exclusive one-day forum will demonstrate how Marketing can succeed in today's marketplace.

Why you should attend:

BENEFIT FROM best practice case-study sessions profiling leading companies on metric-driven marketing including an ROI-Based approach to funding all marketing activities, and using Customer Lifetime Value to drive marketing decisions

GET INSPIRED by game-changing perspectives on topics presented by thought leaders during our interactive "Three Ideas in One Hour" session

ENGAGE in timely discussions on how to navigate the recession and enhance marketing's standing in the current business environment

NETWORK and share experiences with over 50 thought leaders, peers, and industry experts

AUDIENCE Limited to 40 marketing executives to ensure an intimate and actionable forum

DATE Monday, 16 November, 2009

TIME 9:00 to 17:00

VENUE Sullivan House
4 Grosvenor Gardens
London SW1W 0DH

FEES £500 GBP (excluding VAT)

- 25% discount available for Frost & Sullivan clients
- 10% discount for multiple bookings (two or more)

HOW TO REGISTER [Register for Marketing in Tough Times](#)



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AGENDA | 16 NOVEMBER, 2009

- 9:00 am – 9:15 am Registration and refreshments
- 9:15 am – 9:45 am Welcome and introductions
- 9:45 am – 10:45 am **Top 10 Ways Leading Marketing Organisations Drive Value in the Recession** | an interactive forum
- 10:45 am – 11:00 am Networking and Refreshment Break
- 11:00 am – 12:00 pm **Connecting With the New Influencers** | a work session on what leading organizations are doing with social media as part of their marketing mix including pitfalls to avoid, and attaining measurable business results.
KEY TAKEAWAYS INCLUDE HOW TO:
- Understand what is 'social media' and its role in the 21st century marketing mix
 - Leverage social networks and niche online communities
 - Build deeper, more genuine relationships with your major stakeholders
 - Create online communication strategies that differentiate you from your competitors
- 12:00 pm – 1:00 pm Networking Lunch
- 1:00 pm – 2:00 pm **Three Ideas in One Hour** | experience three unique ideas that will deliver inspiration for your marketing organisation
- 2:00 pm – 3:00 pm **Using Customer Lifetime Value (CLTV)** | a best practice case study on how a company calculated the monetary value of customer relationships to drive marketing strategies.
KEY TAKEAWAYS INCLUDE HOW TO:
- Develop a CLTV model to calculate the life time value of each customer
 - Perform CLTV-Based segmentation to create actionable customer profiles
 - Attract and retain higher CLTV customers through focused marketing and sales strategies
- 3:00 pm – 3:15 pm Networking and Refreshment Break
- 3:15 pm – 4:15 pm **ROI-Based Marketing Evaluation** | a best practice case study on how a company used ROI-Based metrics to evaluate and fund marketing programmes.
KEY TAKEAWAYS INCLUDE HOW TO:
- Develop a "ROI Toolbox" to guide marketing programme creation and monitoring
 - Implement an ROI-based process to evaluate, select and monitor programmes
 - Benchmark programme performance to refine metrics and identify best-in-class programmes
- 4:15 pm – 4:45 pm **Bringing it All Together** | a roundtable discussion on leveraging the day's insights in your day-to-day activities
- 4:45 pm – 5:30 pm Drinks Reception