

OPENDIALOGUE^{INC.}

presents

Cross-Channel Marketing

Capturing a Moving Target with One Consistent Message

OCTOBER 14 & 15, 2009

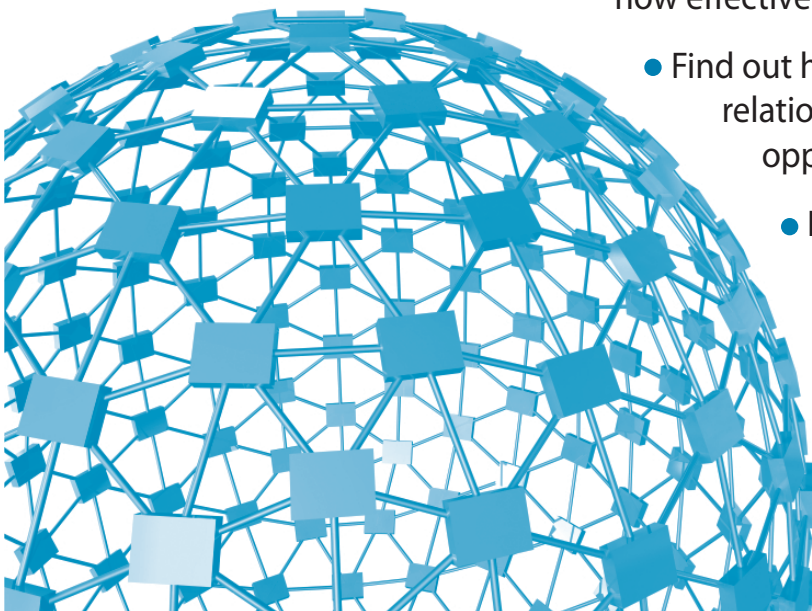
THE OLD MILL INN

TORONTO

Cross-channel communications have become increasingly important in today's challenging economy where marketers are facing shrinking budgets and experiencing a greater need to justify a return on their marketing investment. It's a new age in marketing. "Push" is out; "engage" is in. New Internet-driven channels have exploded customer reach as well as shifted power to the consumer. Today, customers can move across channels several times in the course of making a single buying decision. To keep up, marketers must adjust their communications strategies to maintain customers, profits, and market share. Attend this conference and find out how you can reach the right person with the right offer through the right channel at the right time – reducing your costs and improving the effectiveness of your marketing efforts.

Why You Should Attend:

- Learn how to integrate the full customer view to understand how effectively you are marketing across all channels
- Find out how a single platform can deepen customer relationships and provide cross-sell and up-sell opportunities
- Hear real-world case studies using a variety of different channels
- Discover how to cut your infrastructure budget and double your conversion and response rate
- Reevaluate and reconsider the meaning of "campaign" in a fragmented environment



Register today! Call 416-526-4578 or online at www.opendialogueinc.com

Cross-Channel Marketing

Target Market: Chief Marketing Officers • Chief Brand Officers • VPs, Directors and Managers of Marketing, Advertising & Communications • Agency New Media Specialists • Media Directors • SEM Managers • Full Service Agency Media Planners & Buyers • Public Relations Professionals • Brand and Product Managers

DAY 1: Wednesday, October 14

8:00 – 9:00 Registration and Continental Breakfast

9:00 – 9:10 Welcome and Chairperson's Opening Remarks

9:10 – 10:00 KEYNOTE ADDRESS

The Present & Future of Cross-Channel Marketing

James Michelson, Principal, JFM Concepts

New marketing channels seem to be appearing every day in ways that continue to dilute audiences. The proliferation of television/radio channels, the growth and subsequent splintering of social media marketing, the rise and fall of email, and the decline of traditional newspapers and magazines have made coordinating and controlling marketing efforts an ever more daunting task. The Internet is constantly reinventing itself as today's stars are eclipsed by newcomers. It has become increasingly important for marketing providers to distribute content away from its originating channel. In a fragmented environment, James will explore how to generate interest, build audience, collect data, and begin a two-way conversation with current and potential customers.

10:00 – 10:40

The More the Merrier....Search and Display: Revisiting the Research Around Display's Role in the Interactive Marketing Ecosystem

Bryan Segal, Vice President, Sales, comScore, Inc.

In Canada, display's share has indeed dropped from a format-leading 59% in 2003, down to 35% in 2007. In this same time, search's share of the advertising pie has grown from just 9% to 39%, and is now larger than display in terms of total dollars. Several factors have been blamed for the decline: most notably, the falling clickthrough rates for display creative. But are clickthroughs the best metric to be using to measure the impact and effectiveness of display advertising? Failure to recognize that the simple act of being exposed to a display ad has measurable benefits in terms of consumer awareness, message association, brand favourability and ultimately, purchase behaviour – without a single click-through being needed – has led advertisers to *significantly undervalue* display advertising formats. Join Bryan to further your understanding behind the key metrics when defining your success of campaigns.

10:40 – 10:50 Networking Break

10:50 – 11:30

Committing To Cross-Channel Customer Engagement? A Scorecard for Assessing Your Company's Readiness

Martha Bush, SVP Strategy and Solutions, SIGMA Marketing Group

Making a commitment to successful cross-channel marketing requires significant advancements in tools, techniques and skill sets across your organization. Marketing analytics, campaign management, multi-segment messaging, data management and marketing technology all must come together to make your program effective, or even possible. Putting all the pieces together inside the organization can be complex and overwhelming without a roadmap. In this session, Martha will share SIGMA's multi-segment, multi-channel marketing assessment process that will help you understand where your company stands today in your readiness to embrace cross channel marketing, and the critical next steps you'll need to tackle for a successful evolution to customer engagement.

11:30 – 12:10

Ensuring Customer Loyalty through Cross-Channel Conversation

Jay Henderson, Director, Segment Management, Unica Corporation

Media saturation is rampant, so superior customer relationships require dynamic, tailored dialogue with individuals on a near real-time basis. Yet, marketing directly to an audience of one requires not only correctly understanding the prospect, but timing the communication to coincide with recent behaviours and preferences

– whether on the Internet or in the “real world.” This sort of integrated, online/offline coordination means collecting, evaluating, and responding to customer data from a variety of touchpoints across a variety of channels, and sending the correct messages, in the correct form, at the correct time. Jay will draw upon real-world case studies to demonstrate how leading customer-centric companies have established this kind of customer-specific marketing on a large scale, and how enterprise-wide coordination is necessary to make it a reality.

12:10 – 1:10 Luncheon

1:10 – 1:50

New Web 2.0 Marketing Techniques

Scott Abel, President, The Content Wrangler

Web 2.0 technologies provide us with new ways of extending our marketing reach with little effort and cost. Blogs, wikis, and podcasts can help us spread our message 24 hours a day—and they can help us better understand our customers. Peer-to-peer networks like LimeWire, and online communities like YouTube and SlideShare can quickly expose our brands to audiences we would otherwise have no way of reaching. Mobile messaging, micro-blogging sites like Twitter, and social networks can help us hone in on prospects and laser target our messages. Join Scott and discover ten Web 2.0 tools that you can use to improve your marketing efforts when you return to the office.

1:50 – 2:30 CASE STUDY

Multi-Screen Cross-Channel Ad Effectiveness

Pavan Lee, Sr. Research Manager, Mobile Advertising, Microsoft Corporation

Ad effectiveness research has shown that mobile is an effective tool in driving marketing and advertising objectives on its own. However, we still have outstanding questions on how mobile and online work together; as well as how mobile search and mobile display work together. Microsoft has conducted research to understand the value of mobile advertising in the online media mix, particularly, the incremental value mobile ad brings to the online campaign; and the incremental value mobile search brings to the mix. Pavan will share key findings of recent multi-screen cross-channel studies.

2:30 – 3:10

How to Measure and Optimize Spend Across Media

Pierre Charchaflian, Vice President, Strategic Consulting, Epsilon

Marketing trends of the last decade have created a chain reaction that has increased marketing complexity and changed the dynamics of how to effectively compete and sustain a marketing advantage. Contributing to the growing complexity and expectations are channel proliferation, increased accountability, media fragmentation and increased data capture. At the core of this challenge to retail marketers is understanding which communication media or vehicle is driving a given customer transaction. The relationship between media and channel has evolved from 1:1 to many:many. Pierre will share key analytical techniques that multi-channel retailers can leverage in order to measure and optimize spend across media. His case studies will demonstrate how specific techniques and models can make a significant difference on bottom lines.

3:10 – 3:20 Networking Break

3:20 – 4:00

Mobile: Moving the Consumer Cross-Channel

Gary Schwartz, President and CEO, Impact Mobile Inc.

The consumer is way ahead of us simple media folk: they are channel agnostic. While the media planner continues to buy media vertically, mobile is one of the only media elements that can help the consumer move vertically. In the world of vertical buying, mobile is a horizontal; it effectively helps the planner connect the dots. In this session, Gary will discuss how brands can use mobile to drive incremental value on the vertical buy by aiding measurability and accountability and move the consumer effectively to point-of-sale, online store

or lead generation engine.

4:00 – 4:45

Paving the Digital Path to Purchase

Rob Gorrie, President & Co-Founder, ADCENTRICITY

Shopper marketing at the point-of-purchase and along the path-to-purchase is now more important than ever; consumers are spending less time in the home and marketers can no longer rely on the :30 spot as a way to reach an audience. Digital out-of-home media within the retail environment has become a critical element to the 360 degree marketing mix and today's marketers need to be able to understand and evaluate this medium in order to comprehend how truly compelling and effective it can be. Rob will address the Digital out-of-home market – what is it & how does it work, how to truly drive effectiveness through retail environments, challenges within the space and barriers to growth, why context-specific creative is the key to success, what consumers want and don't in an ad, trends, effects, measurement & more.

4:45 – 5:00

Chairperson's Wrap-Up

DAY 2: Thursday, October 15

8:00 – 9:00

Continental Breakfast

9:00 – 9:10

Chairperson's Opening Remarks

9:10 – 10:00

KEYNOTE ADDRESS

Channels that You Can't Turn Off

James Fraser, Partner and Managing Director of Retail, Capital C

Attention is the oxygen of brand building, and in the past garnering the consumer's attention was simply a matter of shouting loud. Almost overnight there is a communications revolution underway. Understanding channel dynamics has become more important to marketers than the 30 second spot and winning strategies are being uncovered daily. Those that can adapt to a new world where channel management is moved to the forefront of strategic planning will win – those that cannot, will struggle to capture their ever-increasing fragmented market. James will examine industry examples, explore cases and provide concrete methods of "Optimizing Your Channel Activity" while putting a particular emphasis on retail as a driver.

10:00 – 10:45

What are the Benefits of a Cross-Channel Culture

Steve Kramer, President and CTO, iCongo

Cross-channel retail is about delivering a consistent and seamless customer experience across multiple channels. With cross-channel strategies, retailers are now redefining the customer experience, improving merchandising, overcoming inventory challenges, capturing lost opportunities, taking advantage of real-time demand information and achieving operational efficiencies never before possible. By creating a seamless cross-channel environment, retailers are able to realize inventory optimization, achieve more effective assortment planning based on accurate cross-channel demand, create greater inventory turn across the chain, increase sales, improve profitability and experience higher levels of customer satisfaction.

10:45 – 11:00

Networking Break

11:00 – 11:45

Don't Call Me, I'll Call You: Leveraging Customer Interactions Across Channels with Inbound Marketing

Alan Bunce, Director of Marketing Resource Management, Unica Corporation

Today's consumers and business prospects live harried lives, are bombarded with marketing messages, and can block your outbound marketing effortlessly. It's no surprise that in this environment the success rate of traditional marketing campaigns continues to plunge. Even the concept of a "campaign" is outdated, because it suggests the marketer gets to decide when the best time is to communicate with a customer or prospect. Cutting-edge marketers are turning the concept of a campaign on its head by embracing "inbound marketing," that is, by presenting customers with personalized messages when they choose to reach out. Join Alan to learn more about the opportunity that inbound marketing represents, be exposed to a variety of inbound marketing scenarios, and learn how to enable them.

11:45 – 12:30

Intelligent Content Design in the Cross-Channel World

Ann Rockley, President, The Rockley Group

It's not about writing the content; it's about making your content self-aware so that the right offer can automatically be made available to the right person at the right time in the right channel. We no longer have the luxury of crafting all messages for all channels, nor do we have the resources to create and deliver cross-channel content with the speed and flexibility of today's requirements. The only way to ensure that your content can be easily and successfully made available in a cross-channel world is to apply intelligent content design principles to it. Ann will introduce the principles of intelligent content design using examples throughout. She will also look at the increasing role of XML in intelligent content.

12:30 – 1:30

Luncheon

1:30 – 2:15

Cross-Channel Analytics Without Crossing Wires

Eric Tobias, Director, Analytic Services, Unilytics Corporation

As web data loses its novelty and takes its place as a valuable marketing data stream, it's necessary to explore new strategies for determining cross-channel KPIs. When measuring the interaction of various channels such as web sites, customer service, phone support and print media it becomes apparent how analytics ties them all together. Drawing on years of helping a wide variety of companies wrestle with a myriad of data integration issues, Eric itemizes the important steps you must take and the potential pitfalls you are likely to encounter.

2:15 – 3:00

CASE STUDY

Internet as a Multi-Channel Hub

Simon Rodrigue, AVP, eCommerce, Sears Canada

In Canada many retailers treat online as a separate channel without fully understanding the value that it can have in the overall business. Simon will explore how you can help turn your website into a gateway for your business and brand. As Canadians interact more and more with online media it is essential that your organization is ready for the challenges this brings not only from a marketing but overall experience. As a hub for your business the website and its associated marketing must be about more than just products but a tool that drives overall engagement and customer delight. Consumers are expecting more than ever when they trade a click to visit your site, are you delivering on that expectation and are you constantly evolving your experience forward?

3:00 – 3:15

Networking Break

3:15 – 4:00

Are you Working with the Digitally Myopic?

Adrian Capobianco, President, Quizative Inc.

5-10 years ago planning and executing solely in the digital realm was not only possible but desirable. Digital was far more niche with differentiated demographics and target audiences. Today, digital use is so pervasive and widespread that it is possible to target virtually any demographic online. While working with digital specialists is critical, taking a view that is digitally myopic is planning for failure. Ideas, creative, messaging and execution must be considered with the understanding that digital and non-digital have to co-exist and complement each other. Adrian will discuss five "perspectives" that impact how you think about digital marketing in a world where media channels are becoming irrelevant to consumers.

4:00 – 4:45

Going Beyond Loyalty: Leveraging Email to Build Compelling Cross-Channel Experiences

Ian Giles, VP, Loyalty Strategy, ThinData

Drawing from best practices and case studies from some of Canada's most recognized brands, this session helps marketing executives and directors strengthen relationships with customers to grow new revenues and enhance customer retention. Your customers are increasingly demanding that every experience with your brand is timely, relevant and valuable – across all marketing channels. So, how do you build on your current marketing channels in a way that will consistently provide value for customers as well as an exceptional return-on-investment? Ian will share insights and tools that will help you implement the "email building blocks" of a compelling cross-channel marketing program.

4:45 – 5:00

Chairperson's Closing Remarks

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To secure reduced room rates, please contact the hotel directly.
Please quote OpenDialogue when calling in your reservation. Fees do not include hotel accommodations.

Team Discount: For a team of three or more registering from the same company at the same time, take \$200 off each delegate's registration fee.

*** To qualify for the Early Bird Rate, payment in full must be received by the deadline specified.**

Refund Policy: Cancellations received in writing before September 28, 2009 will be issued a full credit note to be applied to another event within one calendar year.

A \$250 administration fee will be applied to cancellations received in writing from September 28 to October 5, 2009. The balance will be issued in a credit note to be applied to another event within one calendar year. No refund or credit note will be issued on cancellations received after October 5, 2009. Delegate substitution is permitted for both registrations and credit notes.

OpenDialogue Inc. reserves the right to change the program date, meeting place, and content and assume no liability for the changes. If for any reason whatsoever the conference is cancelled, the liability of OpenDialogue Inc. shall be limited to reimbursement of the conference fees. Notice will be supplied in the event of such changes.

Payment is due prior to the conference and includes breakfasts, lunches, refreshments, an electronic copy of presentations as well as all meeting materials available during the conference.

REGISTRATION FORM

Early Bird Rate A*: \$1299 + GST = \$1363.95

Register and pay by August 14, 2009 – SAVE \$200!

Early Bird Rate B*: \$1399 + GST = \$1468.95

Register and pay by September 14, 2009 – SAVE \$100!

Conference: \$1499 + GST = \$1573.95

Product Code:

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