Integrating Marketing into Your Growth and Customer Strategy

Frost & Sullivan

16th Annual MARKETING WORLD 2015:
A FROST & SULLIVAN EXECUTIVE MINDXCHANGE

July 13 – 16, 2015
Fairmont Copley Plaza
Boston, MA

www.frost.com/mar
#FrostMAR

“Frost & Sullivan makes the effort to ensure you walk away with techniques you can apply in your business immediately.” – Vice President, Strategy & Business Development, Lockheed Martin

“This was the best marketing event I have ever attended.” – Global Digital Marketing Manager, Dow Chemical

“Great interactive sessions along with high impact keynote presentations.” – Director, The Bank of New York Mellon Corporation

“Excellent topics and workshop format enabled & encouraged ideation, sharing & exchange of both best practices and lessons learned among peers from other related and non-related industries.” – Vice President, Johnson Controls Power Solutions

“I left the Executive MindXchange with a list of action items a mile long.” – Global Category Director, PentAir

“The Executive MindXchange is exactly what it is billed to be….” – Director Global Marketing Communications, Molex Incorporated
TOP 5 REASONS WHY YOU SHOULD ATTEND

1. Cross Industry Perspective: Hear tips and lessons learned from your peers across 12 industries
2. Ready to GO: Arrive back at work with Key Take-Aways to implement to overcome your top challenges and increase your ROI.
3. Game Changer: Overhaul your MARKETING plan with insight from your peers and leading practitioners.
4. Step by Step Guide: Our 360 research strategy combined with Success Stories from Industry Experts make a solid Framework to solve your biggest challenges
5. Relax, Have Fun and Make New Friends: Keep your contact list building and engines at high rev, while enjoying over a dozen unique networking activities, including our Exclusive! Participant Meet ‘n’ Greet, Harpoon Brewery Tour, Curious Cocktails Reception, Dine Around Boston, MARKETING WORLD Olympics and more.

WHO WILL PARTICIPATE

Join our growing community of marketing executives seeking and sharing new ideas, creative approaches to common challenges, and great take-aways to immediately implement.

Network with:
- Chief Marketing Officers
- Vice Presidents, Directors and Senior Managers of:
  - Marketing
  - Social/Digital/Online Marketing
  - Sales & Marketing
  - Business Development
  - Brand Marketing
  - Demand Generation
  - Product/Solutions Marketing
  - Market Intelligence
  - Marketing Research
  - Marketing Operations
  - e-Commerce

MORE CONTENT THAN ONE PERSON CAN HANDLE!

82% of surveyed participants recommend sending 2 or more team members based on the amount of networking opportunities and the range of content being delivered.

SNAPSHOT OF PAST PARTICIPANTS

Past Participant Profile

Executive (C-Level, Vice President, Director)

Management 21%

Other 4%

MARKETING WORLD 2015 ADVISORY BOARD

Frost & Sullivan extends its appreciation to the following Advisory Board Members for their expertise and valuable support:

Lisa Armstrong
Vice President Global Marketing & Branding
PentAir

Amanda Baldi
Director, Marketing & Communications
Vecna Technologies

Andy Burtis
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Senior Vice President, Chief Marketing Officer
Lincoln Financial Group

Rhonda Gauthreaux
Director Marketing Communications
Southwire Company

Katherine Lucas
Managing Director, Marketing North America
State Street

Danah Phillips
Head of Marketing & Product
Bloom Health

Jerry Power
Vice President for Global Strategic Marketing
Alcatel-Lucent

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Chief Marketing Officer
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Senior Vice President, Marketing
Blackberry

Elyse Winer
Senior Manager, Marketing & Brand
MC10

Lisa Woodard
Chief Marketing Officer
TransAmerica Brokerage

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**MONDAY, JULY 13, 2015**

**ARRIVAL DAY**

Bring plenty of business cards, relax, meet-and-greet during this day devoted to making new contacts and new friends.

10:00am  Suggested Arrival Time
1:00pm  Sponsor ROI Workshop
2:30pm  Sponsor Registration & Orientation Reception
3:00pm  Speaker & Thought Leader Orientation

**5:15pm  Happy Half Hour Networking Reception and Event Kickoff**

**2:35pm  Networking, Refreshment, and Exhibition Break**

**1:00pm  Welcome and KEYNOTE**

**6:45pm  Meet in Hotel Lobby for Dine Around Boston Departure**

**12:15pm  Registration and Exhibition**

**MONDAY, JULY 13, 2015**

**WORKSHOPS, GENERAL SESSION AND EXHIBITION**

**WORKSHOPS**

- 8:00am  Workshop Registration, Continental Breakfast and Exhibition
- 8:30am  Workshops Begin

- **3:05pm  Exclusive! Participant Meet ‘n’ Greet**
  This end-user/practitioner networking activity is your opportunity to identify – right out of the gate – those peers who share challenges similar to your own. It’s a great way to find participants who have thought leadership you can benefit from and to facilitate later dialogues throughout the event.

- **5:15pm  Happy Half Hour Networking Reception and Event Kickoff**

- **6:00pm  Harpoon Brewery Tour Check In**
  See what’s brewing at Harpoon! Network with participants all while enjoying private tours of the Beer Hall and 20 taps of various beers and ciders at your fingertips! Dinner and Transportation included.

**TUESDAY, JULY 14, 2015**

**WORKSHOPS, GENERAL SESSION AND EXHIBITION**

**WORKSHOPS**

- 8:00am  Workshop Registration, Continental Breakfast and Exhibition
- 8:30am  Workshops Begin

- **3:05pm  CONCURRENT COLLABORATION ZONES – ROUNDTABLES**
  Roundtables capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issues at hand.
  Choose one of the following zones:
  - Zone 1: Data Driven Customer Excellence
  - Zone 2: Branding in a Digital World
  - Zone 3: A Footprint for Stronger Sales & Marketing Collaboration

- **10:00am  EXECUTIVE INSIGHT – Where’s Waldo? Standing Out Amongst the Noise**

- **10:35am  Networking, Refreshment, and Exhibition Break**

- **11:05am  SUCCESS STORY – Digital Channel Insight**

- **11:45am  CONCURRENT SESSIONS**
  Choose one of the following concurrent sessions:
  - **INTERACTIVE – Solutions Wheel**
  - **VIRTUAL DEMO – Successful Content Marketing Execution**

- **12:45pm  Food For Thought – Networking Roundtables Hosted by Industry Leaders**
  Practitioners and sponsors host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

- **1:45pm  Session to Session Travel Time**

- **1:50pm  CONCURRENT COLLABORATION ZONES – THINKTANKS**
  ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.
  Choose one of the following zones:
  - Zone 1: “Do As I Say: Acting on the Voice of Your Customer”
  - Zone 2: “Maintaining Brand Consistency Across Multiple Channels”

**THURSDAY, JULY 16, 2015 – “CASUAL THURSDAY”**

**GENERAL SESSION AND EXHIBITION**

Feel free to come down in your most comfortable travel wear so you can check out early, store your bags and ensure a stress-free day.

- **6:45am  Early Risers Run/Walk**

- **8:30am  Continental Breakfast and Exhibition**

- **9:00am  Kickoff and KEYNOTE – Finding Your White Space in the Internet of Everything**

- **9:50am  EXECUTIVE INSIGHT – Mobile Marketing Revolution**

- **10:30am  Networking, Refreshment, and Exhibition Break**

- **11:00am  CONCURRENT COLLABORATION ZONES – FIRESIDE CHATS**
  Fireside Chats are informal conversations that draw upon the experience and expertise of the featured executive.
  Choose one of the following zones:
  - Zone 1: “Knowing the Inside of Your ‘Customer Insight’”
  - Zone 2: “Your Brand on Demand”

**WEDNESDAY, JULY 15, 2015**

**GENERAL SESSION AND EXHIBITION**

- **6:30am  Early Risers Run/Walk**

- **8:15am  Continental Breakfast and Exhibition**

- **9:00am  Kickoff and KEYNOTE – Busting Silos: A Holistic Approach to Marketing**

- **10:00am  EXECUTIVE INSIGHT – Where’s Waldo? Standing Out Amongst the Noise**

- **10:35am  Networking, Refreshment, and Exhibition Break**

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  - Zone 1: “Do As I Say: Acting on the Voice of Your Customer”
  - Zone 2: “Maintaining Brand Consistency Across Multiple Channels”

- **3:20pm  Networking, Refreshment and Exhibition Break**

- **3:55pm  EXECUTIVE INSIGHT – Analytics, Analytics Everywhere: But What Do They Mean and What Do I Do With Them?**

- **4:35pm  INTERACTIVE – Ask the Experts! Panel Discussion: The Evolution of the B2B Consumer**

- **5:25pm  Ask the Experts! Panel Discussion Concludes**

- **6:00pm  MARKETING WORLD OLYMPICS**
  Gear up for a night of challenges that will put your brain and body to the test! Dinner will be served throughout the night as you network with your peers and engage in various games.

- **11:00am  CONCURRENT COLLABORATION ZONES – FIRESIDE CHATS**
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- **1:00pm  Session to Session Travel Time**

- **1:05pm  SPOTLIGHT ON – Making Smart Investments Within Your Budget Constraints**

- **1:35pm  CAPSTONE KEYNOTE – How Every Employee & Customer Can Be Your Brand Evangelist**

- **2:05pm  INTERACTIVE – From Insight to Action**

- **3:00pm  16th Annual MARKETING WORLD 2015: A Frost & Sullivan Executive MindXchange Concludes**

- **5:30pm  2015 Excellence in Best Practices Awards Gala**
  Participation involves an additional fee and separate registration. Please see registration page for details.
16th Annual Marketing World 2015:
A Frost & Sullivan Executive MindXchange

KEYNOTES

Unleashing the Power of Marketing to Drive Your Business
Tuesday, July 14, 2015 at 1:00pm
Leilani M. Brown
Chief Marketing Officer
Starr Companies
Leilani M. Brown is Vice President and Chief Marketing Officer for Starr Companies. In this role, she oversees the company’s strategic marketing, brand management, advertising, corporate communications, and digital strategy. In addition, Leilani leads the organization’s business development team with Regional Marketing Directors around the country. Prior to joining Starr, Ms. Brown has held marketing leadership roles at The Economist Group, MetLife and American International Group, Inc. Leilani holds a Bachelor of Arts in International Studies from Middlebury College and a Master of Public Administration in Management from New York University.

Busting Silos: A Holistic Approach to Marketing
Wednesday, July 15, 2015 at 9:00am
Katherine Lucas
Managing Director, Head of Marketing North America
State Street
Katherine Lucas is a managing director and she heads marketing for North America, with a focus on managing the region to enable delivery of integrated and aligned marketing solutions. Ms. Lucas joined State Street in 2012 to help drive the Value Proposition and Sector Solutions campaigns. Before joining State Street, she was at Simon, Kucher & Partners, a German consulting firm, working with clients to develop analytical models and simulators to inform decisions relating to pricing and long term strategic goals. Ms. Lucas has a Bachelor of Science in Applied Economics, a Bachelor of Science in Communication, a minor in French Language, a Master of Science in Behavioral Economics and MBA all from Cornell University, as well as a Varsity Letter in Men’s Football. She currently sits on the Board of Advisors for the Charlestown YMCA.

Finding Your White Space in the Internet of Everything
Thursday, July 16, 2015 at 9:00am
Mary Sargent
Senior Director Strategy Execution
Philips Healthcare
Mary Sargent is a dynamic speaker who has spent the last 20 years developing her leadership talents, engaging style and B2B marketing experiences into opportunities to drive results beyond marketing and into sales, finance and strategy. She has a degree in Biomedical Engineering from Boston University which she credits as critical to learning to ask the right questions and honing her problem solving skills. Her ability to gather and act on insight into the needs of customers, peers and organizations has helped her develop a reputation as someone who makes great things happen wherever she focuses her energy. Mary currently leads strategy planning and execution at Royal Philips.

MASTER OF CEREMONIES

Brian Fitzpatrick
Partner, Senior Vice President & General Manager, Events
Frost & Sullivan
Brian Fitzpatrick is a Partner in Frost & Sullivan and is the Senior Vice President & General Manager of Events, Frost & Sullivan. He is responsible for the Best Practice creation and execution of Frost & Sullivan Events Globally. Prior to joining Frost & Sullivan in 2002, Brian leveraged his over 20 years of management and leadership experience to manage over 300 global events, in North America, Europe and South America. During this tenure, Brian had chaired more than five dozen of events and provided budgeting and financial management expertise to turn departments around from a loss to profit and successfully launch new business units, product lines and offices. Brian holds an MBA in International Finance.
MONDAY, JULY 13, 2015

HAPPY HALF HOUR NETWORKING RECEPTION
5:15PM
Kick off the night with a little C&C, conversation & cocktails, with your fellow peers and colleagues!

HARPOON BREWERY TOUR
6:00PM CHECK IN
See what’s brewing at Harpoon! Network with participants while enjoying a private tour of the Beer Hall, 20 taps of various beers and ciders available at your fingertips, a wide array of catered food and large fresh-baked pretzels to pair with your pint. You’ll be sure to quench your thirst and get ready for the days ahead at this unique Boston outing!

TUESDAY, JULY 14, 2015

DINE AROUND BOSTON
6:45PM CHECK IN
The networking never ends... Join your colleagues to kick back, relax and enjoy a 3 course meal including cocktails from The Brahmin, classics from Stephanie’s on Newbury and the famous, delectable desserts from Georgetown Cupcakes. Another great opportunity to further relationships!

WEDNESDAY, JULY 15, 2015

MARKETING WORLD OLYMPICS
6:00PM
Gear up for a night of challenges that will put your brain and body to the test! Dinner will be served throughout the night as you network with your peers and engage in various games. Top teams will be draped in Gold, Silver & Bronze, so make sure to bring your ‘A’ game!
## MONDAY, JULY 13, 2015
### NETWORKING DAY

*Bring plenty of business cards, relax, meet-and-greet during this day devoted to making new contacts and new friends.*

<table>
<thead>
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### Curious Cocktails

**NETWORKING RECEPTION**

*Tuesday 5:30pm*

If you could be invisible for one hour, what's the first thing you would do?

What was your favorite childhood toy?

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## TUESDAY, JULY 14, 2015
### WORKSHOPS, GENERAL SESSION, AND EXHIBITION

**8:00am** Workshop Registration, Continental Breakfast, and Exhibition

Exchange ideas, gain new perspectives, and power up your professional network during these interactive workshops. Registration for a workshop may incur an additional fee. See registration page for details.

**8:30am** Workshops Begin

*Choose one of the following:*

**WS1. Elevating Your Content Marketing Strategy**

**WORKSHOP LEADER:**

Lisa Cole  
*Director of Demand Generation*  
The Mx Group

Every marketer understands the importance of content marketing. However, many face significant challenges in the execution of their programs, especially when it comes to ensuring that their content is fully resonating with the decision makers and influencers who drive purchasing decisions.

This session will cover 4 key strategies for creating effective content marketing programs along with a set of straight-forward implementation techniques.

**Key Take-Aways:**

- A case study of your organization’s readiness for content marketing and the maturity of your strategies
- Best practices that will help you manage your content creation resources and priorities
- A clear roadmap that identifies steps you can take now to advance your content marketing strategies
- Template for content audit and buyer persona

**ABOUT YOUR WORKSHOP LEADER:**

Lisa Cole is Director of Demand Generation for The Mx Group. She has more than 15 years of experience leading the development and implementation of data-driven content marketing programs, marketing automation strategies and sales optimization initiatives. A nationally recognized expert on B2B demand generation, she has worked with clients such as Motorola, Cisco and American Express to integrate their sales and marketing teams and leveraging marketing resources to create profitable revenue engines.

Lisa conducted a Sales and Marketing alignment workshop at Marketing World in 2013 which was one of the highest rated sessions of the event. This workshop will deliver more actionable advice for B2B marketers who are looking to turn their marketing investments into profitable, continuous revenue.
WS2. Navigating the Vortex of B2B Social Media

WORKSHOP LEADER:
Michael Brown
Founder
BrainZooming, Inc.

By now, nearly all B2B brands have ventured into what can appear to be the turbulence of social media. However, you’re stirring things up sufficiently with the occasional flow of Twitter or LinkedIn posts, missteps. If you’re not using the varied social media channels properly and frequently enough, your B2B audiences won’t be pulled toward your content. The final result is what constitutes your social strategy will seem as if it’s in the deep freeze.

There’s hope, however, and it comes through twisting traditional marketing strategies to identify new ways to successfully engage your audiences through traditional marketing channels. The end result is what constitutes your social strategy will seem as if it’s in the deep freeze.

Key Take-Aways:
- A dynamic template to create a metrics dashboard driving your B2B social strategy and ROI
- Insights into the two biggest mistakes in social media for B2B brands
- Robust tools for identifying the high-interest people and stories related to your brand that matter to customers
- Lessons and actionable strategies addressing your most serious social media challenges

ABOUT YOUR WORKSHOP LEADER:
Mike Brown is a two-decade B2B veteran with senior-level Fortune 500 experience in analytics, marketing communications, and strategic planning. As founder of The Brainzooming Group, he is an experienced, well-recognized social media practitioner who practices what he preaches in B2B content marketing, helping traditional business-oriented marketers tell their stories in ways that reach and resonate with B2B buyers.

WS3. Integrated Marketing 4.0 – The Four A’s to Greater Profits

WORKSHOP LEADER:
Nicole Coons
Marketing Vanguard – Integrated Marketing Solutions
Frost & Sullivan

It’s time to update the textbook definition of Integrated Marketing to reflect the dynamic, interconnected role marketing now plays in a company’s success. The traditional model—where sales owns relationships, marketing owns messaging and customer service owns the customer experience—is being traded for a new model where marketers are responsible for the entire end-to-end experience. This new model requires different thinking and new approaches for marketers to actually fill such an expanded role without losing their sanity. Are you prepared?

Key Take-Aways:
- Template for a brand messaging platform that brings the customer’s voice front and center
- Best practices of marketing planning, including how to decide who really belongs in your marketing ecosystem and how to collaborate with them in ways that boost marketing results
- Strategies for dealing with constant change and how to harness the momentum of change to catapult your career

ABOUT YOUR WORKSHOP LEADER:
Nicole Coons helps marketers who wear many hats get breakthrough results on their marketing programs. As a business strategist, marketing technician and idea generator for 16 years, Nicole has helped companies of all sizes create marketing programs that have exceeded program goals, increased leads generated, strengthened employee and customer loyalty and earned marketing teams more visibility, credibility and even bigger budgets.
CONCURRENT COLLABORATION ZONES – ROUND TABLES

3:05pm  Roundtables capture the power of all participants’ voices, insights and experiences via group discussion and exploration of the issues at hand.

Choose one of the following zones:

Zone 1:  Data Driven Customer Excellence

FACILITATOR:
Chip Brewer
Vice President, Business Development
The Smart Cube

Whether the problem is finding anything meaningful to say about your customers or finding yourself in a data desert, data is problematic. Organizations are constantly trying to improve the ways they interact with data, both “big” and “small,” in order to improve the customer experience, drive product/service development efforts, streamline operations and ultimately drive loyalty and profits.

Through business case samples and an interactive discussion, this session will generate new insights and ideas for identifying, collecting, analyzing and utilizing data to drive customer experience excellence.

Key Take-Aways:
- Tools for separating “weather reports” from true insights
- Best practices for leveraging both internal and external stakeholders to drive meaningful excellence
- Steps for putting analytics to work for marketing, product development and operations teams
- Case studies illustrating best – and worst - practices at work in the market

Zone 2:  Branding in a Digital World

Zone 3:  A Footprint for Stronger Sales & Marketing Collaboration

FACILITATOR:
Billy Wilkinson
Chief Operating Officer
Invenio Marketing Solutions

Sales says Potato, Marketing says Potahto. But if deals are closing and revenue is flowing, how much does it matter? For organizations to make the most of their revenue generating efforts, marketing and sales can’t be successful without the other. And in order to make successful efforts by both teams repeatable and scalable, transparency is crucial. If managed effectively, the revenue generating possibilities from strong sales & marketing collaboration are many.

Key Take-Aways:
- Insights on sources of contention between sales and marketing and how to work through them
- Guide to the use of digital data that increases transparency between sales and marketing and provides the basis for constructive partnerships
- Lessons learned from successful marketing and sales partnerships that work and the importance of knowing what the customer wants

4:35pm  Session to Session Travel Time

INTERACTIVE

4:40pm  Ask the Experts! Panel Discussion: Aligning Technology Investment with Business Needs

PANELISTS INCLUDE:
Christine Feuell
Vice President, Global Marketing
Johnson Controls

Trip Kucera
Senior Director, North American Marketing
Oracle

5:30pm  Curious Cocktails

Featuring: The 10 Question Challenge

Enjoy a fun networking game where everyone is a contestant! Come up with the most clever answer and you may be entered to win a fantastic prize!

6:45pm  Dine Around Boston Check In

The networking never ends... Join your colleagues to kick back, relax and enjoy a 3 course meal including classics from Stephanie’s on Newbury and the famous, delectable desserts from Georgetown Cupcakes. Another great opportunity to further relationships!
WEDNESDAY, JULY 15, 2015

GENERAL SESSION AND EXHIBITION

6:30am Early Risers Run/Walk
Calling all walkers, joggers and runners! Lace up your sneakers and get your endorphins flowing with a little exercise. It’s the perfect start to a great day of content and networking!

8:15am Continental Breakfast and Exhibition
Start the day on the right foot with some breakfast and networking before diving into the first keynote!

KICKOFF AND KEYNOTE
9:00am Busting Silos: A Holistic Approach to Marketing

Katherine Lucas
Managing Director, Marketing North America
State Street

If we want our clients to see us as true partners, we need to do a better job of explaining to them how they can achieve their goals. To have a chance at doing this successfully, we need to create more opportunities for conversations across the various marketing channels and also facilitate conversations across the wider company to make sure we are talking to our clients in a consistent way about the challenges they face and how we can help them succeed is imperative. We have to break down the silos and help connect the dots for our clients.

Key Take-Aways:
- Insights for creating compelling stories
- Examples of ways in which we can view innovation such as social media, digitization and automation as both an opportunity and a challenge
- Insight on how companies must examine and adapt their internal culture to not only keep pace, but stay ahead, in a fast-changing market
- A case study on collaboration for success and how silos can come together to provide a unified solution

EXECUTIVE INSIGHT
9:50am Where’s Waldo? Standing Out Amongst the Noise

Russell Procopio
Senior Vice President Sales & Marketing
Aramark Healthcare and Business

Most marketing professionals that compete in highly saturated markets are challenged to differentiate their product or service. What these professionals fail to realize is that it all starts with a simple mindset. If you believe the product or service you market is a commodity, so will your customers, so will your organization and so will the marketplace. If you believe that there is no such thing as a commodity market, and apply this mindset with simple fundamental principles you will have a lifetime of confidence needed to lead any product or service to a market dominant position.

Key Take-Aways:
- Insight into the psychological edge of a mindset and how that can help influence you, an organization and customers
- Lessons learned on how to apply 10 simple, powerful, strategic marketing principles to either a product or service launch or a market repositioning opportunity within a highly competitive market
- Framework for a customer value strategy and construct an organizational architecture to drive customer loyalty

10:35am Networking, Refreshment, and Exhibition Break

SUCCESS STORY
11:05am Digital Channel Insight

Bob Steelhammer
Vice President, Digital Marketing & eCommerce
Sun Capital Partners

Learn from a private equity firm with 65 companies worldwide how to determine a winning digital strategy from a customer centric point of view for B2B and B2C companies.

Key Take-Aways:
- Lessons learned which is the best channel for your industry in today’s world
- Metrics on omnichannel success
- Insight into why omnichannel or customer centric approach is so important and can mean the difference between success and failure

11:45am CONCURRENT SESSIONS

Choose one of the following concurrent sessions:

VIRTUAL DEMO
Successful Content Marketing Execution

MODERATOR:
Katherine Burns
Senior Director
Frost & Sullivan

PRESENTERS INCLUDE:
Lisa Armstrong
Vice President, Global Marketing & Sales Excellence
Pentair
Galyn Burke
Product Marketing Manager
Pinterest

Today’s marketers have their eye on content marketing as a vehicle to deepen customer engagement. What makes it a success? Join us in this session to experience the content marketing strategy of some forward-thinking organizations, experiencing the journey as if you were a real world customer.

Key Take-Aways:
- Blueprint of a successful content marketing strategy
- What works, and what doesn’t, drawn from real world experience
- New insight and creative ideas

12:45pm Food For Thought – Networking Roundtables

Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

1:45pm Session to Session Travel Time
CONCURRENT COLLABORATION ZONES – THINKTANKS

1:50pm  ThinkTank sessions employ interactive team exercises in a “roll up your sleeves” learning environment.

Choose one of the following zones:

Zone 1.  Do As I Say: Acting on the Voice of the Your Customer

FACILITATOR:
Dan Colquhoun
Senior Vice President, Customer Research
Frost & Sullivan

Maximize the value of your market, research investment by utilizing the best practices for capturing and analyzing customer needs. Learn valuable new approaches to capturing customer needs, analyzing VOC data, and building insightful yet easy to use visual displays of your data.

Key Take-Aways:
- Key considerations for choosing the best methodology for your project
- Insight into powerful new approaches for understanding customer needs that go beyond the table stakes
- Framework on how to utilize multivariate analysis to maximize the insights and communicate results more clearly

Zone 2.  Maintaining Brand Consistency Across Multiple Channels

FACILITATOR:
Sean Sullivan
Vice President of Sales
Marcom Central

Brands are fragile. They can be damaged by an off-brand email, a salesperson’s errant PowerPoint, or a distributor’s miscommunication. The results of poor brand control can be devastating: market confusion, increased costs, and lost sales. Better brand control involves ensuring complete compliance of your brand across every level of your organization and through every communication channel. Today, technologies, combined with organizational discipline, can allow companies to communicate with their customers in an extremely personal way while still maintaining complete brand compliance. This interactive session will examine organizations that have deployed best practices and sophisticated technologies to ensure brand consistency through multiple marketing channels.

Key Take-Aways:
- Examples of organizations that are deploying systems to help control their brand through chaotic communication channels
- Policing a brand: How to be a Good Cop
- Insight into how brand control can actually reduce marketing operations costs and improve marketing response times to the field

3:20pm  Networking, Refreshment, and Exhibition Break

Featured Demonstration  
Hosted by:  

EXECUTIVE INSIGHT

3:55pm  Analytics, Analytics Everywhere: But What Do They Mean and What Do I Do With Them?

Mark Wilson
Senior Vice President, Marketing
Blackberry

Big Data analytics is more than a buzz word; it’s a sweeping change in how business is being conducted, and it can turbocharge your efforts to win customers and drive sales. What are the ways your marketing team can leverage Big Data?

Key Take-Aways:
- The wastefulness of yesterday’s media campaigns are no more. Tools on how powerful data analysis can optimize your awareness and engagement tactics by targeting the right prospects with the right content
- Your potential customers live in social media. Framework to search for potential customers by learning how to analyze their social media user behavior data to help you find and attract them
- Who needs corporate espionage? Steps to get a jump on your competitors by tracking and analyzing what they are doing, all using publicly-available data

INTERACTIVE

4:35pm  Ask the Experts! Panel Discussion: The Evolution of the B2B Consumer

PANELISTS INCLUDE:
Vicki Amalfitano
Vice President, Marketing
Brigham and Women’s Hospital

Kirsten Bjork-Jones
Director of Global Marketing Communications
Edmund Optics

Michael Granoff
Vice President, Business & Commercial Banking Product Marketing
Rockland Trust

Lance Kinerk
Global Director of Digital
Ingersoll Rand

Sherry Sanger
Senior Vice President Marketing
Penske Truck Leasing

To meet B2B customer expectations, marketers must follow the B2C lead, but maintain the requirements and compliance required by their industry. Is there a happy balance? If so, where?

In this interactive panel, we will explore the expectations of the B2B consumer and how marketing executives can creatively and strategically navigate the changing dynamics in the B2C consumer paradigms while complying with their industry regulations.

Key Take-Aways:
- Guide to meet client needs while complying with industry standards
- Lessons learned from navigating the B2C marketing lead
- Best practices on how to expand your customer base with these hybrid marketing strategies

5:25pm  Ask the Experts! Panel Discussion Concludes

6:00pm  MARKETING WORLD OLYMPICS

Gear up for a night of challenges that will put your brain and body to the test! Dinner will be served throughout the night as you network with your peers and engage in various games. Top teams will be draped in Gold, Silver & Bronze, so make sure to bring your ‘A’ game!
CONCURRENT COLLABORATION ZONES – Fireside Chats

11:00am  Fireside Chats are informal conversations that draw upon the experience and expertise of the featured executive.

Choose one of the following zones:

**Zone 1: Knowing the Inside of Your “Customer Insight”**

**FACILITATORS:**
- **Jeff Adee**
  President B2B Media Solutions
  Infogroup
- **Lucy Nicol**
  Customer Segmentation and Strategy Manager
  Newark Element14

We’ve all heard it often that the more you know about your customer, the better are your chances of success with them. But not much is ever said about what truly constitutes as “knowing your customer” today. In this interactive session, we will explore what good customer insight really is, explain how to capture the right data for marketing personas, and discuss examples of personalization success.

**Key Take-Aways:**
- Tips on how to create new and enhance existing marketing personas for your company
- Insights on right customer data to collect and how to make it actionable
- Example of how personalization is catapulting an organization’s marketing initiatives and why it can work for you too

**Zone 2: Your Brand on Demand**

**FACILITATOR:**
- **Amy Hyde**
  Director of Partnerships
  Brightcove

Once a nice-to-have, video is becoming a fundamental part of every marketers brand and content strategy. In fact, according to Aberdeen, 95% of best-in-class marketers are using video as part of their marketing mix. Video is now one of the best ways to expose your brand, and not only grab, but hold onto your customer’s attention. In this session you’ll discuss how organizations like Symantec, Citrix and GM utilize this high value content; equating to better performance and brand exposure.

**Key Take-Aways:**
- Insights into how today’s leading “Video Marketing Hero’s” are crushing their competition
- Understanding/Utilizing metrics for your video strategy within your marketing automation platform to increase your total marketing ROI
- Real-world examples of how to have your brand and content strategy drive more business

12:00pm  Food For Thought Luncheon – Networking Roundtables Hosted by Industry Leaders

Practitioners and sponsors host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available on-site.

1:00pm  Session to Session Travel Time
When faced with a limited marketing budget, companies often make the mistake of following in the footsteps of industry "Goliaths," implementing traditional marketing strategies that drain a limited budget or hiring pricey advertising agencies that are incapable of cost-effective marketing. Whatever the size of your business or your budget, there’s a lot that marketers can learn from the “Davids” of industry; the underdog companies that turn constraint into opportunity. This session will explore how to use constraint as an enabler to a better solution, and how challenging the old ways of doing things can prove a competitive advantage for marketers.

Key Take-Aways:
- Examples of low cost and high impact marketing tactics that can capture value for the organization and differentiate from the competition
- Insight on the marketing mix that gives you the biggest bang for your buck
- Lessons learned from companies that have used constraint as a stimulus for originality and differentiation in the market

**CAPSTONE KEYNOTE**

1:35pm  How Every Employee & Customer Can Be Your Brand Evangelist

John Costello
President, Global Marketing & Innovation
Dunkin Brands

Your head is full of new ideas, and you’re motivated to share what you’ve learned and take action. The only problem is re-entry into the realities of your current workload can derail even the strongest of intentions. Through guided reflection and brainstorming exercises, we’ll use this time to curate all of the golden nuggets from the sessions that run concurrently with those that you chose to attend. Simply stated, we pull out the golden nuggets of the event for you.

Key Take-Aways:
- Framework to determine your unique way to identify new challenges, and plan ahead for obstacles you may encounter
- Develop a plan of action that’s personalized to match your organization’s goals, timeline and resources
- Insight on which ideas from MARKETING WORLD are likely to have the biggest impact for your company

**INTERACTIVE**

2:05pm  From Insight to Action

Nicole Coons
Marketing Vanguard, Integrated Marketing Solutions
Frost & Sullivan

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3:00pm  16th Annual MARKETING WORLD 2015: A Frost & Sullivan Executive MindXchange Concludes

The all new MARKETING WORLD 2015 Executive MindXchange Chronicles* are now available for purchase. Event participants will receive savings of over 50%.

**PRICING:**

<table>
<thead>
<tr>
<th>Participation</th>
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<tr>
<td>Onsite</td>
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Visit the Frost & Sullivan Registration Desk to keep the benefits coming even after the event.

*Frost & Sullivan makes every effort to collect and ensure the quality of individual session chronicles; however, the summaries presented in the articles are the expert opinion of the writers and inclusion/exclusion of specific material is at the discretion of each speaker. While every effort is made, there is no guarantee that notes for each and every session will be submitted as requested.
Brightcove Inc. (NASDAQ: BCVO), a leading global provider of cloud content services, offers products used to publish and distribute the world’s professional digital media. The company’s products include Video Cloud, the leading online video platform and Zencoder, a leading cloud-based media processing service and HTML5 video player provider.  
www.brightcove.com/en/

Cvent, Inc. (NYSE: CVT) provides the leading cloud-based enterprise event management platform that empowers marketers to create and manage compelling events that generate leads, engage attendees, and drive results. Cvent integrates with marketing automation and CRM systems to develop a 360 degree view of attendees and tie events to the revenue cycle.  
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Frost & Sullivan’s Integrated Marketing Solutions Practice enables B2B companies to overcome five of the most common marketing challenges: 1) content development 2) inbound marketing 3) product launches 4) overburdened resources 5) tracking and delivering a marketing return. These fully customized and integrated marketing solutions can take the form of messaging, nurturing, demand generation and/or pipeline development programs. Your goals are our goals.  
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Infogroup Media Solutions empowers business, consumer, and nonprofit marketing professionals. Through our innovative data sets, media management, analytics, brokerage services and marketing solutions, we help lower the cost to acquire new revenue and hold on to current customers.  
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Invenio Solutions, a sales services firm, focuses on high quality lead development, pipeline generation and full cycle sales for our clients. Our comprehensive packages include teams of “Sales Scientists” delivering measurable, market-leading results and significant ROI and growth. We connect you with customers wanting to know more about your solutions.  
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TechValidate is fast-growing Software-as-a-Service company based in the San Francisco Bay Area. Our on-demand offering is the first and only automated platform that collects and transforms customer experience data into credible content (case studies, ROI analyses, customer testimonials, customer reviews) for use across all key marketing and sales communication channels.  
www.techvalidate.com

For Sponsorship Opportunities, please contact Gary Robbins, Partner, Integrated Marketing Solutions.  
Email: grobbins@frost.com Tel: 703.729.6386
Virtual Events

Interested in getting live and interactive high-quality content right from your desktop? If so, then Frost & Sullivan’s complimentary eBroadcasts are for you. By combining the immediacy of the web with the impact of streaming audio, these one-hour, topic-specific seminars, allow participants to exchange real-world experiences with senior-level executives and key industry analysts.

onDemand eBroadcasts

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<tr>
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<tr>
<td>When Customers Call...and They Will: Is Your IVR Ready to Greet Them?</td>
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<td><a href="http://www.frost.com/retention">www.frost.com/retention</a></td>
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<tr>
<td>Deliver Strong Customer Interactions from the Cloud – Anytime, Anywhere</td>
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<td>3 Key Benefits of Cloud Communications</td>
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<td>Wowing the Customer: Uncomplicated Performance Management to Improve the Customer Journey</td>
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Additional eBroadcasts are being added on a regular basis. For Frost & Sullivan’s latest eBroadcast calendar, go to www.ebroadcast.frost.com
Event Registration - Complete Series $3,685
2015 Excellence in Best Practices Awards Gala $2,000
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Please have a Frost & Sullivan associate contact me to secure my Growth Strategy Dialogue time slot.

Frost & Sullivan will be reserving a limited number of discounted rooms at the event property. Please contact the property directly for rates, availability, and to book your accommodations. Be sure to mention you will be participating in the Frost & Sullivan event.

Participant Package Includes
1. Complete access to all keynotes, interactive workshops and non-stop networking activities
2. Subscription to our quarterly Marketing eBulletin
3. Access to dozens of Marketing industry articles & white papers
4. Complete access to our onDemand library of recent industry eBroadcasts
5. Membership to Frost & Sullivan’s Marketing World LinkedIn Community; available only to current and other approved VIP companies
6. Preferred pricing for the Executive MindXchange Chronicles; a collection of notes covering the entire Executive MindXchange

For more details on these registration features, visit: www.frost.com/YourParticipation

Schedule a Complimentary One-on-One Growth Strategy Dialogue

A Growth Strategy Dialogue (GSD) is a customized session for Senior Executives facilitated by a Frost & Sullivan growth strategy consultant and a tenured industry analyst. Ask questions and brainstorm with experts to evaluate and enhance your growth strategy. These free on-site sessions are exclusive with a limited number of slots, and reservations will be confirmed on a first-come, first-served basis.

Payment in full is required immediately upon registration and is non-refundable and also must be received by Frost & Sullivan prior to the event start date. If payment has not been received by Frost & Sullivan prior to the event start date you will not be able to attend the Executive MindXchange. If, for any reason, you are unable to attend the Executive MindXchange for which you are registered, and notify Frost & Sullivan in writing more than 3 weeks prior to the event start date, a one-time credit will be issued for use toward registration at any other Frost & Sullivan Executive MindXchange. The credit must be used within 90 days of the original registration date and can be applied to any Executive MindXchange event scheduled up to one calendar year from the event for which you originally registered. Credits may not be transferred more than once, and all unused credit(s) will be forfeited after 90 days. Cancellation within 21 days prior to the event will incur a one time fee of $500. The remaining balance can be applied to any Executive MindXchange up to one calendar year from the event for which you originally registered. Notification must be received by Frost & Sullivan in writing. If you do not attend the event and fail to notify Frost & Sullivan PRIOR to the event, no credit will be issued. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond the control of Frost & Sullivan may occur. The program agenda will be updated biweekly and can be downloaded from www.frost.com/mar