

STRATEGIC SUMMIT 2010

Modules

Saturday

10:00am **Opening Remarks by Summit Chair (*The Road Ahead*)**

Brian J. Sheehan

Associate Professor

S.I. Newhouse School of Public Communication

Syracuse University

10:10am-12:30pm

A. Reputation Management

Part I.

(10:10am-11:25am)

Strategic Online Reputation Management (ORM) Elements of Marketing Planning

1. *Identifying your risks*: Through a simple Web search, what can the public—potential clients, partners, investors, etc.—find out about you? Or, of equal importance, not find out about you? We will identify specific problems executives may be encountering with their online reputation. The session will also explore other factors that can put your reputation at risk, including employees' behavior online.

2. *Incorporating ORM into your Marketing Strategy*: e ORM your marketing planning. After your ORM risks are identified, the next step is to integrate these strategies into:

- Ongoing monitoring of your online reputation and search results
- *Google Insurance*: Using technology to safeguard your personal brand, corporate brand, and the reputations of key executives.
- Solutions to clean up legacy problems online and manage current BR or branding crises

Best Practice Leader:
Owen Tripp
COO & Founder
Reputation Defender

Part II.
(11:25am-12:30pm)

Case Study

Can Social Media Help Rebuild Trust?

Why do so few major brands talk about what they are doing in social media? Learn the operational challenges, hard lessons, and surprising outcomes of one major brand's experiences in social media. This isn't for the faint of heart but for those want a real look at life in the trenches.

Best Practice Leader:
Jaime Punishill
Senior Vice President of Digital Channel Strategy & Social Media
Citigroup

2:00pm-4:30pm
B. Privacy

Part I.
(2:00pm-3:00pm)

Panel Discussion

Today's Privacy Issues- What's the Implications for Marketers and Consumers -A Closer look from the Front Lines

As the global impact of digital advertising on consumer privacy comes under closer view from governments at all levels, responsible marketers are looking forward and stemming the rising tide of regulation by bringing forward relevant, responsible initiatives on self-regulation that preserves an open and competitive marketplace that serves the consumer.

The following panel will outline issues such as online behavioral advertising, social media, mobile and the internet and the current state of privacy and upcoming self-regulatory initiatives to ensure a

balance between optimal interactive marketing and consumer privacy protections

Best Practice Leaders:

Michelle Bruno

Senior Program Manager, Privacy, Accessibility, Geopolitical & Online Safety

Interactive Entertainment Business

Microsoft Corporation

Stu Ingis

Partner

Venable LLP

Jim Brock

*Founder, **PrivacyChoice.org***

*Chairman & Co-Founder, **Attributor***

*Former SVP, **Yahoo***

Chris Hoofnagle

Director

Univ. of California-Berkley (Center for Law & Technology Information Privacy Program)

Chris Babel

CEO

TRUSTe

*Former SVP of Authentication at **VeriSign***

(3:00pm-4:30pm)

C. *Panel Discussion*

Structuring your Organization for Social Media

One of the toughest challenges in today's marketing organizations is building a strong foundation to manage the deluge of new marketing channels, mediums and platforms at our disposal; many are in the social media space. Recruiting, training and retaining talented personnel, in this burgeoning social media space will also be a critical factor in the success of your social media/marketing strategy. Our panel of social gurus have overcome many of the

challenges faced by today's marketers and have successfully implemented best practices that identify, "what it takes to build a successful social media/marketing operation"

Best Practice Leaders:

Tariq H. Hassan

Vice President WW Marketing & Communications

Hewlett-Packard Co.

Matt Donovan

Chief Strategic Officer

Euro RSCG Worldwide

Hilary Weber

Formerly, Director of Internet Marketing Services

Kaiser Permanente

Niki Adams (*invited*)

Director of Marketing

Phoenix Suns

Sunday

9:00am-11:15am

D. Infrastructure (Tools-Technologies)

Part I.

(9:00am-10:00am)

Case Study-Segmentation and Personalization Spotlight
Leveraging Digitally-Enabled Personalization to Increase Relevance and Results

Digital marketing and social media are quickly replacing traditional advertising as the dominant marketing channel. Consumers now determine When, Where and How to interact with a brand and these interactions are increasingly via the digitally-enabled channels. This shift requires major changes in the way direct marketers segment their audience and personalized their marketing.

This talk will highlight examples that leverage complex data mining, "personality-based" segmentation and rules-based content management systems (CMS) to create highly relevant and deeply personalized consumer experiences. Examples of P:URL's or individually Personalized URLs will show how leading brands like Botox and leading institutions like Cincinnati Children's Hospital are delivering on the promise of personalized, digitally-enabled 1-to-1 consumer experiences. Best practices from the automotive and retail sectors will also be discussed.

Best Practice Leader:

Kurt Holstein

Chief Operating Officer

Rosetta Marketing Group LLC

Part II.

(10:00am-11:15am)

Spotlight-Case Studies/Panel Discussion

Platforms-Technologies: Strategies and Solutions to Achieve Optimal Business Goals

Best Practice Leaders:

Lisa Ajdini

Director, OCRM Strategy

Harrah's Entertainment

John McCawley

President, Chief Executive Officer

Verecloud

Elizabeth Weil

Head of Corporate Development

Twitter

Ekaterina Walter

Social Media Strategist

Intel

Susan L. Kelly
Vice President of Enterprise Marketing Services
Xerox Global Services

11:30 – 12:45pm

Luncheon Keynote-A Fireside Chat
The Pepsi Refresh: Brand Engagement through Social Media

Moderator:

Carol Krol
Editor-in-Chief
DM NEWS

B. Bonin Bough
Global Director of Digital and Social Media
PepsiCo.

1:00pm-2:15pm

E. What are the Implications on the Overall DM/Marketing Strategy

Part I.

(1:00pm-1:45pm)

Today's Media Mix Optimization

Now that we've reviewed all elements of the social marketing mix, the big challenge for today's marketer is how do we optimize this new channels and mediums at our disposal? JP Bewley and Mitch Tuch will lead us on a discovery path as to how we can achieve this and obtain the results we expect.

Best Practice Leaders:

JP Bewley
VP- Multichannel Business Consulting
Acxiom Corporation

Mitch Tuch
General Manager, Data Acquisition
MediaWhiz

Part II.
(1:45pm-2:15pm)

Effectively Integrating Social into your CRM Strategy

Effective use of social is no longer limited to managing your reputation online. It has fast become a very effective and integral part of a company or brand's multi-channel CRM Strategy. We'll share with you an approach that is enabling Fortune 500 companies like Nestlé and Chrysler to better identify, segment, and convert current and potential customers using social media.

Best Practice Leaders:

Keith Sedlak

Managing Director

Meredith Integrated Marketing

Pete Snyder

CEO

New Media Strategies

2:15pm-2:25pm

Closing Remarks by Summit Chair

Brian J. Sheehan

Associate Professor

S.I. Newhouse School of Public Communication

Syracuse University