

Smarter Commerce Global Summit 2011



Redefining commerce in the age of the customer
September 19–21, 2011 | San Diego Marriott Marquis & Marina

Market: Innovations in Marketing

Consumers are more empowered than ever, and as their consumption of media and use of technology evolves, marketers' jobs are becoming incredibly complex. Attendees of the Innovations in Marketing track will hear from a diverse set of thought leaders about how to navigate this evolving marketing landscape, and in particular how to use deep customer insight and advanced marketing techniques to create, deliver, and measure personalized and relevant marketing communications across a variety of traditional and digital channels.

Business Leadership Program

Monday, 19 September 1:30 p.m. – 2:30 p.m.

Distilled Insights from Hundreds of Marketing Technology Projects

To some marketers, using technology to improve results and lower costs seems like a new concept. In fact, hundreds of the world's best marketers are already doing it. Yuchun Lee worked with many of them, first as founder and CEO of Unica Corporation (recently acquired by IBM) and now as general manager of IBM's Enterprise Marketing Management (EMM) group. Hear Yuchun's views on the keys to success for marketers undertaking a technology initiative.

Speaker: Yuchun Lee, IBM

Location: Marriott 1

Monday, 19 September 2:45 p.m. – 3:45 p.m.

Going "All In" on Digital

What do you do if you're an old-line, print-based cataloguer? Either change or die. In this session, hear how wehkamp.nl metamorphosed almost overnight into a digital marketing powerhouse, becoming the largest online retailer in the Netherlands and the 8th largest web only online retailer in Europe. Today, wehkamp.nl uses relevant, modern and engaging digital marketing to "surprise" and "involve" its customers every day. **Speaker: Ewald Hoppen, Wehkamp.nl**

Location: Marriott 6

Monday, 19 September 4:15 p.m. – 5:15 p.m.

Bringing Science to the Art of Marketing at IBM

Marketers at IBM are facing the same challenges as marketers around the world. We all live, work and play in a world dramatically different than a decade ago. Today, our customers are infinitely more sophisticated: they buy through multiple channels, they use mobile devices, they connect with colleagues and competitors over social networks to inform & influence purchasing decisions. Marketing efforts need to be more agile and innovative in order to adapt to changing media trends and client behavior. Technology has helped IBM transform its own marketing into a driving force behind tangible business outcomes by applying science to the art of marketing, and you can accomplish the same thing. In this session, learn how IBM has transformed its approach to marketing and how you can apply the general principles to your organization. **Speaker: Matthias Preschern, IBM**

Location: Marriott 1

Register: www.ibm.com/events/commercesummit

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Tuesday, 20 September 10:00 a.m. – 11:00 a.m. **Creating an Exceptional Customer Web Experience**

In today's globalized economy business leaders and IT executives must deliver break-through business value that yields sustainable competitive advantage by driving business growth via differentiating their brand and building deep, lasting customer relationships. One way to achieve these results is by offering your customers an exceptional and engaging experience on your website, as well as the ever important social web and across whatever interaction channel, from Web to email to mobile device your customer chooses. In this session you will learn the core capabilities and approaches important for an organization to sustain an exceptional online customer experience. This session will feature a customer speaker who will share how they transformed their business to strength the relationship with their customers. **Speaker: Larry Bowden, IBM**
Location: Pacific

Tuesday, 20 September 10:00 a.m. – 11:00 a.m. **What are Your Customers Really Worth?**

Most marketers vastly underestimate the full value that customers bring to their business, and as a result underinvest in their customer relationships. In the digitally empowered world, your customers can be worth far more than it appears on the surface. Look beyond an individual transaction to deliver an experience that maximizes the entire Lifetime Value of a customer relationship. As customers evangelize your brand, their influence creates an advocacy effect that magnifies the value they create for your business. And as the relationship deepens, you can engage them as co-creators of new products and services to create a mutual value exchange through the collaboration effect. Brian Fetherstonhaugh, Chairman & CEO of OgilvyOne Worldwide, talks about how smart marketers are not only appreciating the full value of customers, but also learning how to drive it. Brian will share experiences from B2B and B2C companies to illustrate how you can unlock the full value of your own customers. **Speaker: Brian Fetherstonhaugh, OgilvyOne Worldwide**
Location: Torrey Pines 3

Tuesday, 20 September 11:15 a.m. – 12:15 p.m. **Town Hall on Digital Marketing – Bring Your Questions and Concerns!**

Bring all your questions and concerns about digital marketing, including search, organizational leadership, eBusiness, collaboration, privacy, mobile and much more. This session will provide a deeper look into what it means truly to engage with customers, employees and business partners through digital communication channels. Insights will come from Erik Qualman's work on topics such as the habits of effective digital leaders, mobile marketing trends, macro shifts as a result of the digital revolution, recruiting & retention strategies, ePublishing trends, Generation Y & Z, online voting, and his work trying to answer questions such as: "Multitasking — good, bad, or evil?" "Where does privacy end and your legacy begin?" and "Is the middleman dead?" **Speaker: Erik Qualman, Socialnomics**
Location: Rancho Santa Fe 2

Tuesday, 20 September 2:45 p.m. – 3:45 p.m. **Privacy in a Digital World: Facts, Myths and What the Future Holds**

Online behavioral advertising (OBA) seems like the Holy Grail for marketers: the chance to present personalized, relevant and timely marketing communications driven by analysis of customer behavior. But, not everybody agrees that OBA is good for consumers, and some want more government regulation and control. Many marketers are struggling to keep current with, much less anticipate, changes in the relevant privacy laws in the United States, Europe and elsewhere that can make or break their digital marketing efforts.

Learn in this session:

- Facts vs. myth on regulations to which marketers need to adhere across web, mobile, and social
- A practical checklist for developing your digital marketing programs with privacy best practices in mind
- How to respond when your program is a social media disaster.

Speaker: Doug Wood, Reed Smith LLP
Location: Torrey Pines 3

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Tuesday, 20 September 4:15 p.m. – 5:15 p.m.

Making the Transition from Mass Marketer to Digital & Direct Marketer

If you're still doing mostly mass marketing, you know you'll soon be a dinosaur. But, making the transition to digital and direct relationship marketing responsibly, while maintaining results, is easier said than done. Hear about work IBM GBS did with marketing organizations to help them make the shift. **Speaker: Martin L. Fracker, IBM**

Location: Marriott 5

Wednesday, 21 September 10:30 a.m. – 11:30 a.m.

Off the Hook Marketing: How to Make Social Media Sell for Your Business

The opportunity is clear: Use social media in ways that solve problems for empowered customers and create profit for your business. But where to begin with tools like Facebook, Twitter, blogs and LinkedIn? And how can you make the most of your time? Come learn a system to converse with clients in ways that generate more leads, referrals and sales, starting tomorrow. You will also learn:

- How to turn Friends, followers & evangelists into paying customers
- Three things you don't know about social media that will multiply returns
- How to reduce advertising cost & increase customer loyalty using social media
- Two common social marketing best practices that often do more harm than good

Speaker: Jeff Molander, Molander & Associates Inc.

Location: Marriott 2

Wednesday, 21 September 11:45 a.m. – 12:45 p.m.

The Rise of the Chief Marketing Technologist

Marketers are shifting budget from traditional to interactive channels. They are also dedicating budget to operate marketing technology, from campaign management to web analytics to inbound interaction optimization. Consequently, the marketing technologist has emerged as a new role within the marketing organization, focused on strategy, management, and creative uses of technology. In this session, we'll look at the trends underlying the rise of marketing technologists, models for organizing marketing technology resources, and the role and responsibilities of the Chief Marketing Technologist. **Speaker: Rob Brosnan, Forrester**

Location: Rancho Santa Fe 2

Wednesday, 21 September 1:45 p.m. – 2:45 p.m.

Merchandising Analytics to Deepen Customer Relationships

Learn how IBM can help retailers tailor assortment to meet consumer demands. A consumer-centric merchandising approach leverages the power of business intelligence, planning, predictive and advanced analytics giving retailers the ability to put consumers in the center of their merchandising decisions. Understanding merchandise performance and tailoring assortment based on consumer's preferences so they have the right product at the right place at the right price, strengthening customer relationships, raising sales and margins. Consumers are armed with real-time information on merchandise and have a plethora of shopping options. You need insight to understand market baskets, predict demand and tailor assortments dynamically to win their trust and dollars. You'll hear best practices and war stories about how leading retailers are grabbing market share and achieving breakthrough profitability by leveraging analytics to understand and predict consumer demand.

Speaker: Patricia Waldron, IBM

Location: Rancho Santa Fe 2

Register: www.ibm.com/events/commercesummit

