



## Roadmap for Marketing Leaders & Those Who Support Marketing Functions

### Session Highlights

It's no secret that marketing is much different today than it was even just a couple of years ago. Changes in consumer behavior and expectations are giving CMOs and senior marketing executives a unique opportunity to radically improve how they optimize and automate marketing processes, better utilize a wealth of client data to make smarter business decisions, and steward the end-to-end customer experience in both B2B and B2C environments.

Sessions in this track will provide insights into how marketing executives can direct precision marketing campaigns to improve consumer experience while reducing guesswork and wasteful spending. This track will also focus on analytics, automation and personalization as a way to increase customer preference, share of wallet and loyalty which in turn leads to greater revenues and differentiated brand value. Key topics covered will include:

- Customer and web analytics
- Marketing automation
- Message and offer personalization across all channels
- Social media

User-friendly technologies like these are designed to make marketing so relevant to your customers that it feels like a service.

**Please note:** This document is accurate at the time of publication, but is subject to change. Please check the conference website for the most current agenda: (<http://www-01.ibm.com/software/websphere/events/impact/marketing.html>)

### Sessions - Monday, April 11

Session Number	Time and Location	Session
1211	2:00 - 3:15 P.M.  Lando 4204	<b>It All Starts With the Customer</b> <b>Speaker(s):</b> David Yoo, Kaiser Permanente; Larry Bowden, IBM  As more people go mobile and spend more time on the Web, it has become strategically critical for organizations to focus on developing and strengthening their business relationships online. By delivering more social, personalized and exceptional experiences for people over Web and mobile channels, organizations stand to reap the benefits of competitive differentiation, customer loyalty, and profitable growth. In this session you will learn how IBM has defined a forward-looking vision for how organizations will re-invent customer relationships through online channels. Hear from a panel of customers who will share their experiences on how they've strengthened their customer relationship and improved their bottom line business results.





## Sessions - Monday, April 11

Session Number	Time and Location	Session
1849	2:00 – 3:15 P.M.  Delfino 4101B	<p><b>Extending The Brand Experience Through Social Commerce</b>  <b>Speaker(s):</b> Dennis Kimbrough, The North Face</p> <p>2011 is the year of Social Commerce! We've now crossed the chasm and everyone understands the importance of social commerce when it comes to engaging customers with a brand. Retailers today we can no longer be limited to "the four walls" of their e-commerce website; they must be present where their customers are spending time on the web which happens to be social networks. Join this session to learn how the leading brand The North Face is doing smart merchandising using social media.</p>
1619	3:45 – 5:00 P.M.  Lando 4204	<p><b>Panel: Bringing Science to the Art of Marketing</b>  <b>Speakers:</b> Craig Hayman, IBM, IBM; Dan Hippler, VEGAS.com, Customer; David Cooperstein, Forrester, Analyst</p> <p>It's no secret that marketing is much different today than it was even just a couple of years ago. Changes in consumer behavior and expectations are giving CMOs and senior marketing executives a unique opportunity to radically improve how they optimize and automate marketing processes, better utilize a wealth of client data to make smarter business decisions, and steward the end-to-end customer experience in both B2B and B2C environments. This session will kick off the marketing track with a bang. Craig Hayman, GM of IBM's Industry Solutions group will cover the most pressing issues facing marketers today and discuss ways to address them by bringing greater science to the art of marketing. He will be joined by a panel of some of IBM's most innovative marketing customers in a discussion moderated by David Cooperstein, leader of Forrester Research's Marketing practice</p>
2828	3:45 – 5:00 P.M.  Delfino 4104	<p><b>Creating Communities to Generate Customer Loyalty and Drive Sales</b></p> <p>Engaged customers are more likely to return again and again to buy. In fact, Eric Peterson, senior partner and founder of Web Analytics Demystified, says, "I believe the visitor engagement measurement to be perhaps the most important of all 'Web Analytics 2.0' measurements." PETCO has invested heavily in its winning strategy to engage customers via blogs, training tips, pet photos, user reviews, in-store adoptions, and more. The result? Engaged customers who are 41% more likely to purchase. Learn how PETCO captures behavioral data that allows them to create highly-personalized campaigns that dramatically increase conversion rates.</p>





## Sessions - Tuesday, April 12

Session Number	Time and Location	Session
1657	10:15 – 11:30 A.M.  Delfino 4103	<p><b>Grow Your Business by Reaching B2B and B2C Customers Through e-Commerce?</b></p> <p>Enhance the direct-to-consumer (D2C) experience and present more digital options using innovative offer models. You will learn how Cengage Learning leveraged IBM® Sterling solutions to create an e-Commerce Storefront as a part of their new international digital direct-to-consumer strategy to provide a single destination for their customers.</p>
2885	1:30-2:45 P.M.  Lando 4206	<p><b>Optimized Cross-Chanel Marketing</b> <b>Speaker(s):</b> Dan Hippler, VEGAS.com; Matthew Smith, Best Buy; Yuchun Lee, IBM</p> <p>Getting marketing efforts out of silos and into a single, coordinated marketing strategy is more important than ever. To be effective, marketers must engage each customer and prospect in a cross-channel dialogue that builds upon their past and current behavior. This means unifying the people, process, data and technology within marketing, ensuring all efforts work together as a seamless whole. Join Yuchun Lee, founder and CEO of Unica and VP of IBM's Enterprise Marketing Management group along with VEGAS.com as they explore ways to optimize cross-channel marketing to get closer to customers.</p>
1849	2:00 – 3:15 P.M.  Lando 4206	<p><b>Consistent, Compelling Brand &amp; Customer Experience</b> <b>Speaker(s):</b> Gary Jones, Crowley Maritime; Kristen Lauria, IBM</p> <p>Today's consumers engage brands from every conceivable angle and source. They benchmark best-in-class experiences from other industries and share their opinions with others. To meet their expectations, marketers need to provide a compelling, user-friendly, intuitive web experience as well as the means to share their experience with their peers to influence further prospects through social media. This session, Kristen Lauria, VP of marketing for Lotus Software will discuss ways for marketers to bring compelling value and consistency to the way customers interact with your brand. She will be joined by Crowley Maritime to give a first hand account of ways to bring the customer experience to life.</p>
1319	3:15 - 4:30 P.M.  Delfino 4104	<p><b>Enabling Smarter Customer Interactions Through Self-Service</b> <b>Speaker(s):</b> Zoran Lemut, Kemofarmacija; Srinivasan Rangaswamy, IBM</p> <p>Over 60% of businesses rate customer self-service as a top initiative in 2011. Businesses are increasingly focused on delivering products and services via self-service channels to improve the customer experience and reduce operational costs. Achieving end-to-end automation from inquiry to cash is challenging as it requires back-end integration to deliver all necessary information in real-time. Join this session with Kemofarmacija, a leading international service provider in the pharmaceutical and healthcare markets, to hear best practices around delivering B2B self-service and lessons learned from ERP integration.</p>





## Sessions - Tuesday, April 12

Session Number	Time and Location	Session
2918	3:15 - 4:30 P.M.  Lando 4204	<p><b>Smarter Commerce</b>  <b>Speaker(s):</b> Matt Stalter, H. J. Heinz Company; Charles Qian, Cengage Learning; Paul Papas, IBM; Manoj Saxena, IBM; Adrienne Hartman, JJ Keller</p> <p>In today's world of instant business and networked customers, companies need an approach that allows them to more effectively connect, collaborate, and conduct commerce through a differentiated customer experience. IBM software solutions for Smarter Commerce are integrated and flexible offerings that are designed to optimize the complete commerce lifecycle across buy and sell-side commerce with customers and partners driving top-line growth and loyalty while reducing costs and increasing business agility.</p>
2545	3:45 - 6:00 P.M.  Lando 4202	<p><b>Deep Customer Insight</b>  <b>Speaker(s):</b> Erick Brethenoux, IBM</p> <p>Today's consumers have higher expectations of personalization while leaving tremendous volumes of seemingly unrelated digital 'fingerprints' across many locations. Twenty four hours of video uploaded to YouTube every minute. Three point seven five new pieces of content per average user on Facebook – every hour. And 300,000 new users sign up to Twitter every day. To take advantage of this enormous volume of data, marketers need a single view of the customer's information stored to build an accurate individual profile of people's preferences. And they need analytics to find hidden patterns and segmentation information from within the piles of data available to marketers.</p>
1339	4:45 - 6:00 P.M.  Marcello 4503	<p><b>Sell More by Dynamically Responding to Shopper Behaviors</b>  <b>Speaker(s):</b> Luis Rodriguez, IBM; Brett King, IBM</p> <p>The competition is fierce; customers have access to more information and more shopping outlets than ever while shopping. How does your site stand out from the crowd? Retailers must be able to personalize the experience based on customer segmentation and respond to the actions and inactions of shoppers. Come to this session to learn how Marketing managers can set up marketing triggers and actions to dynamically respond to customer behaviors on your website or across the web. Since every business is different, we'll show how you can add more triggers and actions so that you can monitor and respond to your own prioritized set of shopper behaviors.</p>



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## Sessions - Wednesday, April 13

Session Number	Time and Location	Session
1325	1:30 - 2:45 P.M.  Marcello 4503	<p><b>Marketing Optimization through Coremetrics Analytics &amp; Intelligent Offer</b>  <b>Speaker(s):</b> Daisey Tan, IBM; Stephanie Bourdage-Braun, IBM</p> <p>Understanding customer behavior and reacting appropriately is key to a retailer's success. In this session, you will learn best practices for how to leverage customer information collected through Coremetrics web analytics and how to translate this knowledge into increased customer wallet share. We will discuss the out-of-the-box integration with Coremetrics for IBM WebSphere Commerce and best practices to analyze customer behavior through customer segmentation, product recommendations using social merchandising and "wisdom of the crowds", and marketing optimization.</p>
2053	4:45-6:00 P.M.  Delfino 4104	<p><b>Enabling Smarter Customer Interactions Through Self-Service</b>  <b>Speaker(s):</b> Mary Bryd Nance, IBM; Tracy Donegan, Apria Healthcare</p> <p>Do you need to develop a roadmap for your Exceptional Web Experience Initiative? Do you have consensus on what to do first, or next? In this session, we will share with you IBM's proven Business Value Assessment (BVA) method to develop consensus and gain the maximum value from your web initiatives. Learn how you can reap the greatest benefit from a Customer Experience Suite solution. We will show you how to assess your initiatives to determine measurable value compared to ease of implementation, so you can help your project stakeholders reach a shared understanding of your investment benefits - and develop a consensus about how to proceed by aligning capabilities with business priorities and objectives.</p>

Visit the Smarter Commerce zone in the solution center for a series of marketing pedestals.

