

MAP OUT YOUR AGENDA

Get ready to roll up your sleeves and get down to business

Wednesday, March 10, 2010: Pre-Conference Activities

Choose the full day symposium or the half-day workshop. Lunch will be provided at noon for symposium attendees.

Symposium: 9:00 am–5:00 pm
Social Media Value & Measurement



Workshop: 1:30–5:00 pm
Practical and Actionable Measurements to Maximize Marketing ROI



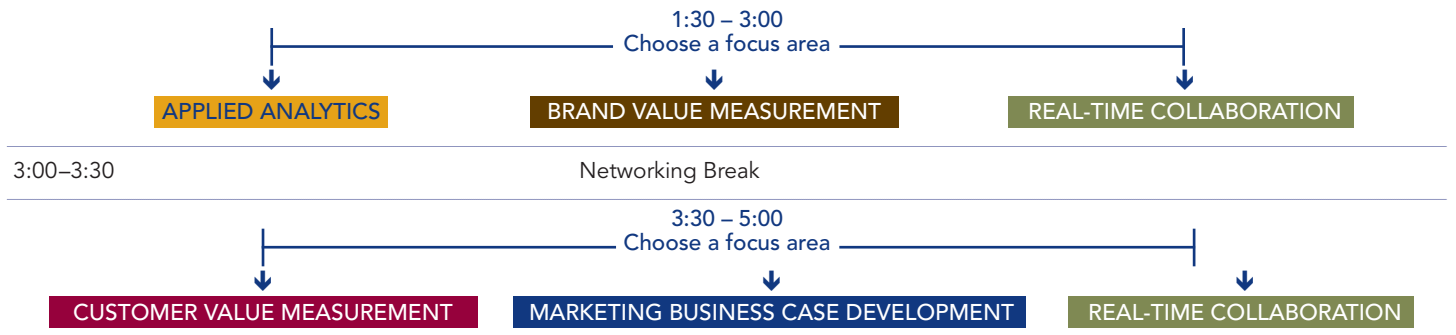
Main Stage Opening Night Kick-Off Keynote:
Empowering Sustainable Innovation: Ideas for Creating a Data-Driven Organization

Thursday, March 11, 2010: Main Conference Day One

8:30 Welcome & Opening Presentation
9:45 Networking Break

8:30 → How Do You Measure Up? Benchmarking against the State of the Art/Science of Marketing Measurement	9:00 → Achieving Better Business Outcomes: Bridging the Gap between Marketing & Finance	10:15 → Does Wall Street Understand Marketing Strategy? MSI PERSPECTIVE	11:15 Creating a Algorithm for Marketing Optimization
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12:15 Lunch



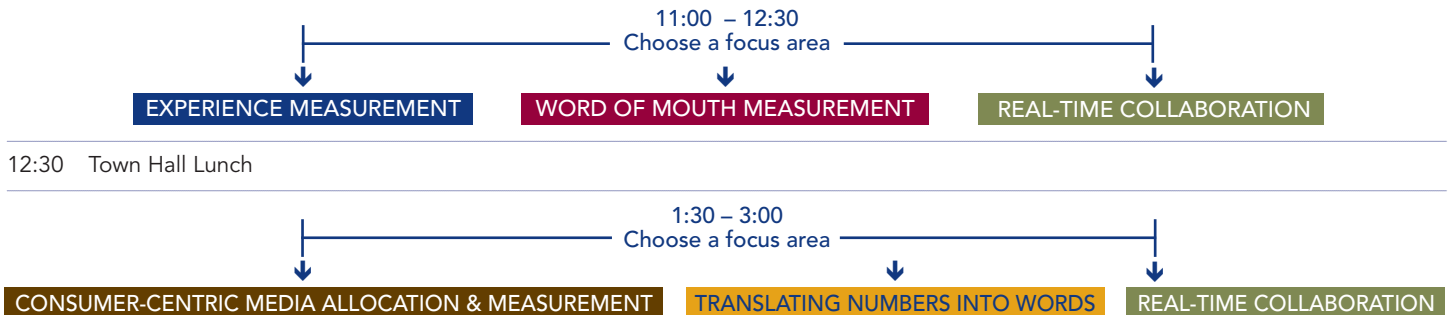
5:10 Expert Exchange: Your Text Questions Answered Live
6:15 Cocktail Reception

Friday, March 12, 2010: Main Conference Day Two

8:30 Yesterday's Reflection

8:45 → The Future of Marketing Measurement	9:45 → Five Ways to Determine the Impact of Marketing Investments in 30 Days or Less	10:10 → Marketing Effectiveness: Improving Accountability and Returns to Impact Business Performance	10:40 Overcoming Obstacles to Insights Kevin Clancy & Michael Dunn Interviewed Together!
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11:00 Networking Break



3:00 Conference Concludes