



THE PROCESS BEGINS
THIS SUMMER.

UNLEARN

THE 2009 ANNUAL BMA CONFERENCE

[June 10 – 12 | The Drake Hotel, Chicago, IL]

BMA 2009 ANNUAL CONFERENCE AGENDA

Business marketing is drastically changing.
Are you changing with it?

Let BMA's 2009 Annual Conference help.

On June 10-12, the best minds in b-to-b marketing will gather for three days of learning, relearning and UNlearning.

Thirteen keynote and 12 breakout sessions will focus on newer, better, smarter and faster ways to get the job done.

Al and Laura Ries. Joe Pine. David Meerman Scott. Andy Sernovitz. Scott Davis. Top marketing leaders from Siemens, Navistar, IBM, LinkedIn, Google, SAP and GE.

A new tradition: private Thursday evening dinners for groups of 10 attendees hosted by conference speakers and top marketing leaders at fine restaurants across Chicago.

On behalf of the BMA national board, I look forward to seeing you in Chicago in early June (when our fair city is at its best!).



Gary Slack,
Vice Chairman,
Business Marketing Association,
and President, BMA/Chicago

WEDNESDAY, JUNE 10

8:00 a.m.

Conference Check-In

8:00 a.m. - 11 a.m.

Pre-conference Workshop (separate registration)

The Fundamentals of B-to-B Word-of-Mouth Marketing

There is nobody who understands or can explain word-of-mouth marketing better than Andy Sernovitz, the world's leading authority on the subject. Andy co-founded the Word of Mouth Marketing Association, has written the #1 book on the subject (just updated to include a chapter on b-to-b) and dazzles audiences worldwide in speech after speech on the subject. He has kindly agreed to host a special, three-hour pre-conference workshop. Attendees will receive a copy of his book. Andy also wraps up the conference Friday.



Andy Sernovitz, Author, *Word of Mouth Marketing: How Smart Companies Get People Talking*, and founder, The Blog Council

11:00 a.m. - 12:00 noon

Welcome Lunch

12:00 noon - 12:30 p.m.

Conference Opening and Scene-Setting Remarks

What We've Learned and What We Need to Relearn and UNlearn

Who better to kick things off than Ralph Oliva, the "dean" of the business-marketing profession and the executive director of the Institute for the Study of Business Markets, our profession's leading "think tank." Ralph has consulted on and thought and written about all facets of business marketing in 12 years of leading ISBM and 23 more in senior marketing positions at Texas Instruments and

other firms. He has seen it all and will draw on his rich experience to comment provocatively on the state of business marketing today.



Ralph Oliva, Executive Director, Institute for the Study of Business Markets



Special appearance by Gil Morris, Fuller, Smith and Ross, with permission from McGraw-Hill

12:30 p.m. - 1:30 p.m.

General Session

The New Rules of Marketing & PR

David Meerman Scott, whose #1 bestseller, *The New Rules of Marketing & PR*, is now in its second edition and has been published in 22 languages, argues that most professional marketers—and the groups in which they work—are on the edge of becoming obsolete. In this customized, all-b-to-b session, hear David describe how he believes marketing will work in the future and why when others spread your ideas and tell your stories, buyers are more eager to do business with you, and all kinds of doors begin to open.



David Meerman Scott, Author, *The New Rules of Marketing & PR* and *World Wide Rave*

1:30 p.m. - 1:45 p.m.

Break

1:45 p.m. - 2:45 p.m.

General Session

Marketing in the Cloud

With the divide growing between where many companies spend their marketing dollars and where their customers are, social networks like

Twitter and Facebook are gaining popularity, and more businesses are getting in on the action by integrating with them, enabling deeper customer relationships. Social-media marketing is an ever-growing marketing resource that many organizations today are severely underutilizing. Kendall Collins will discuss how your company can leverage these cloud technologies for marketing.



Kendall Collins, Chief Marketing Officer, Salesforce.com

2:45 p.m. - 3:45 p.m.

General Session

Changing Your Business as Customer Needs Change

Tom Haas will update us on the progress of Siemens One, a special unit created to respond to changing customer needs by helping streamline the management of large-scale projects. Siemens One identifies opportunities that involve solutions from multiple Siemens companies and partners and then develops and manages a coordinated and integrated approach for customers. As a result, customers in the public and private sectors realize greater control, seamless coordination, accountability and cost savings.



Tom Haas, Chief Marketing Officer, Siemens

3:45 p.m. - 4:00 p.m.

Break

4:00 p.m. - 5:00 p.m.

General Session

Changing Your Business by Changing Your Agenda

THURSDAY, JUNE 11

At a time when many marketers are cutting budgets, IBM has taken a different approach with its “Smarter Planet” agenda, launched in late 2008 and built on the premise that helping businesses, governments and entire ecosystems become more flexible, efficient and productive is “smarter” business. Learn how a series of web-based efforts in unison with focused media outreach, smart city efforts and a reenergized IBM workforce are turning IBM’s Smarter Planet agenda into much more than a marketing campaign.



Matt Preschern, Vice President of Marketing, Demand Programs, IBM Americas

5:00 p.m. – 6:00 p.m.

General Session

Enabling Change: The B-to-B “Change Agent” Known as LinkedIn

Lured from Yahoo! two years ago, Patrick Crane has headed marketing during LinkedIn’s highest-growth years as it has become a vital business tool not just for professionals looking to build personal brands and find jobs but for business marketers looking for better ways to connect with customers and prospects. Crane was a huge hit at BMA/Chicago’s November 2008 luncheon, drawing 417 people. Count on another fascinating—and updated—presentation on a tool b-to-b marketers increasingly can’t do without.



Patrick Crane, Vice President of Marketing, LinkedIn

6:00 p.m. – 8:00 p.m.

Chairman’s Reception & BMA Awards Gala - Pro-Comm Awards/Silver Sledgehammer.

7:00 a.m. – 8:00 a.m.

Breakfast

8:00 a.m. – 9:00 a.m.

General Session

From Marketing to Placemaking

Because of the shift from goods and services to experiences, the old ways of demand generation must be UNlearned, Joe Pine says. You must shift your focus (and dollars) from advertising to placemaking, creating places (physical or virtual) that cause customers to pay attention to your brands, messages and offerings—and then pay up by buying those offerings. Because customers get to experience directly exactly who you are, they also come to perceive your company, brands and offerings as authentic.



Joe Pine, Co-Founder of Strategic Horizons, and Author, Authenticity and The Experience Economy

9:00 a.m. – 10:00 a.m.

General Session

New Insights on Reaching Business Decision Makers Online

Google has had a laser-like focus on the b-to-b space of late, according to Sam Sebastian, who will bring conference attendees Google’s latest insights on how b-to-b marketers are engaging the online medium to reach their audiences. Sam will share findings and conclusions from a variety of recent audience and client research projects, including studies on the brand value of search, integrated online marketing plans, how to reach audiences in the C-suite and SMB markets and various other topics.



Sam Sebastian, Director, Local & B2B Markets, Google

10:00 a.m. – 10:15 a.m.

Break

10:15 a.m. – 11:00 a.m.

> Concurrent Breakout Session 1 <

Best Practices in Acquiring B-to-B Customer Insight and Intelligence

For marketing to influence behavior, it has to be guided by an accurate understanding of the customer. But are b-to-b marketers truly getting into the minds of b-to-b customers or just skimming the surface and at times potentially being misled. Led by GE’s director of strategic initiatives, this session will explore new techniques to acquire more reliable customer knowledge. Panelists will discuss real-life applications of ethnography, exploration of the subconscious mind and the use of better, higher quality samples.



Jason Cordova, Director, Strategic Initiatives, GE (Moderator)



John F. McDermott, Senior Director, Brand Segment, Grainger



Dan Shapero, Director, LinkedIn Research Network



Jack Trytten, President, Insight Direction, and author, The Failure of Marketing

> **Concurrent Breakout Session 2** <

Business Process Improvement for Corporate Marketing Departments

What will corporate marketing departments look like tomorrow? How are they changing today? Changing they surely are, as the discipline of business process improvement finds its way to marketing operations. Learn how and why four leading companies in the financial services, energy and building systems industries have organized or reorganized their marketing operations, what models (insourcing, outsourcing, or hybrids) they're using for agency support and what lessons they've learned along the way.



Eileen Zicchino, Managing Director and Chief Marketing Officer, JPMorgan Chase Treasury and Securities Services (Moderator)



Hans Van Heukelum, Vice President of Global Marketing, Aon



Brad Haeberle, Vice President of Marketing, Siemens Building Technologies



Mike McCalley, Corporate Director of Marketing, Dresser

> **Concurrent Breakout Session 3** <

Building and Nurturing Online B-to-B Communities

Building online b-to-b communities—of developers, engineers, IT people and other audiences—may be the hottest topic in b-to-b marketing today. Ranging from thousands to million of members, online communities are engaging b-to-b audiences like nothing before and, in some cases, have become the default social-media destination in their vertical markets. Learn from four community builders and owners how their communities came together and are working today and how they overcame hurdles and are measuring ROI.



Bill Furlong, President, SearchChannel and advisory board member, Bizo.com (Moderator)



Bruce Bergwall, Vice President, GlobalSpec/CR4



Barry Litwin, Senior Vice President of Marketing, Newark



Tom Tierney, Developer Alliance Manager, Partner & Developer Programs, NAVTEQ

11:00 a.m. – 11:15 a.m.

Break

11:15 a.m. – 12:00 p.m.

> **Concurrent Breakout Session 1** <

Why B-to-B & Corporate Blogging Matters: Best Practices & Key Trends

When 500,000 people are going online every day for the first time in their lives, we are in a time of rapid change. Leaders are realizing that blogging and social media provide one of the most direct ways to build relationships and personalize their story. This expert panel, led by one of the most experienced corporate blogging professionals around, will examine how business marketers benefit when employees and executives blog, how to start and sustain blogging efforts, how to measure their value and lessons learned along the way.



Bob Pearson, President, Blog Council, and former Vice President of Communities and Conversations, Dell (Moderator)



Rick Short, Director of Mar-Com, Indium Corporation



Dave Jung, Marketing Manager, ESPEC, and Creator, B2Blog



Kevin Flynn, Member, Blogging Team, Obama for America

> **Concurrent Breakout Session 2** <

Applied CRM Integration for B-to-B Marketers

Customer-relationship-management (CRM) systems make company sales teams more efficient in their

sales process, promoting greater accountability and, in turn, higher expectations for the b-to-b marketers who support the sales process. In this session, you will hear experienced marketing professionals and CRM implementation experts discuss how on-demand CRM applications and marketing utilities have opened new doors to develop and track effective, integrated lead generation and conversion marketing programs.



Rick Kean, Managing Partner, Business Marketing Institute (Moderator)



Lise Cherry, Associate Director, Marketing Services, CME Group

Denise Carbone, CRM Systems Consultant, Click Commerce



Gina Sandon, Vice President of Marketing, Initiate Systems

> Concurrent Breakout Session 3 <

Best Practices in Digital Direct Marketing

Email has become the workhorse for maximizing marketing ROI and keeping customers connected and loyal to your brand. In this session, you will learn how to integrate email with CRM to improve sales performance, use e-newsletters to keep independent dealers and sales agents well informed, use dynamic personalization technology to deliver content relevant to the needs and interests of individual customers and achieve greater efficiency through automated lead generation and lead nurture programs.



Joel Book, Director, eMarket Education, ExactTarget (Moderator)



David Wieneke, Interactive Marketing Manager, Thomson CompuMark



Sallie Anthony, Sales Communications Leader, Genworth Financial

12:00 p.m. – 12:15 p.m.

Break

12:15 – 2:00 p.m.

Luncheon and Keynote Presentation

How Deep Can We Go: Changing the Game in a Highly Traditional Category

Rich in history and built on innovation, Navistar lost its way for a while, but has bounced back with its game-changing and phenomenally successful Lonestar truck brand, the star of the 2008 Chicago Auto (yes, auto) Show. Hear Al Saltiel describe Navistar's equally game-changing and bold go-to-market thinking, including finding a strong new voice, doing the unexpected, investing in the Web, embracing truckers as social networks and using branded entertainment and automotive techniques to launch new truck brands.



Al Saltiel, Vice President of Marketing, Navistar International Corporation



Michael Krauss, President and Managing Principal, Market Strategy Group LLC (moderator)

2:00 p.m. – 2:15 p.m.

Break

2:15 p.m. – 3:00 p.m.

> Concurrent Breakout Session 1 <

The Network Effect: How B-to-B Marketers Can Put LinkedIn to Work

Reprising and distilling to 45 minutes a popular, 90-minute “drill down” presentation he gave after Patrick Crane’s November 2009 talk to BMA/Chicago, LinkedIn’s Steve Patrizi will very practically describe five ways b-to-b marketers can use and are using LinkedIn to achieve business objectives. He’ll highlight how to use LinkedIn to surface and leverage your people, listen to and learn from your customers, target and engage your customers broadly and very granularly, join the conversations and add value and simply experiment.



Steve Patrizi, Director of Advertising Sales & Operations, LinkedIn

> Concurrent Breakout Session 2 <

Building Better B-to-B Web Presences

With abundant research showing that corporate Web sites rank very high (often just after Google search) as a primary Internet information source for customers and prospects, a land rush is on to upgrade corporate Web sites, enhance their usability, improve content and discoverability and add business processes and Web 2.0 features. This panel will focus on best practices in Web content development, trends in using imagery and video and cutting-edge usability techniques to maximize customer stays and satisfaction.



Ellis Booker, Editor-in-Chief, BtoB Magazine



Lisa Welchman,
Founding Partner,
WelchmanPierpoint



Denise Waggoner,
Vice President,
Creative Research,
Getty Images



Tom Insprucker,
Worldwide Director of
Web Programs, Office of
the CMO, Schneider
Electric/Square D

> Concurrent Breakout Session 3 <

*Incorporating Sustainability
into B-to-B Marketing*

Corporate boardrooms today are awash in discussions about sustainability, with some ordering up noisy campaigns and others taking a quieter approach for fear of being accused of greenwashing. How should business marketers take advantage of the sustainability movement and growing interest in environmental stewardship and corporate social responsibility to build their brands and businesses? This session will review current sustainability marketing trends and look at successful efforts of a number of b-to-b firms.



Monica Levy, Senior
Consultant, Brands to
People (B2P), and former
Executive Director,
Brand & Corporate
Communications,
Johnson Controls

3:00 p.m. – 3:15 p.m.

Break

3:15 p.m. – 4:00 p.m.

> Concurrent Breakout Session 1 <

*Business Uses of Social Media: Who
Knew this Stuff Would Make Money?*

Who knew when Mark Zuckerberg first connected his Harvard classmates online that a whole new way of connecting and collaborating to generate thought leadership and drive sales awaited the rest of us? In this session, led by social-media publisher Robin Fray Carey, you will learn how leading social-media practitioners like SAP and IBM are using and benefiting from social media, measuring its ROI and establishing best practices. The panel will explore the rules of social media, its role in lead generation, who owns what and more.



Robin Fray Carey,
Co-Founder & CEO,
Social Media Today LLC
(Moderator)



Jack Mason, Chief,
Social Media, IBM's
Smarter Planet Initiative



Peter Auditore, Head,
Business Influencer
Relations Group, SAP
AG-Global
Communications

> Concurrent Breakout Session 2 <

*Managing Marketing and Pricing
in a Down Economy*

While marketing experts urge companies not to cut marketing in a recession, the current climate makes that advice difficult to justify. This session will review lessons from several companies that have grown share during this recession, highlighting specific actions they've implemented to take business from competitors. Attendees will get the first look at a new survey of marketing VPs that identifies what's working and what's not and how aggressive leaders are positioning their firms to prosper in the upcoming turnaround.



Ian Heller, President,
Real Results Marketing

> Concurrent Breakout Session 3 <

*Creating Online and Virtual
B-to-B Events*

While physical events are not going away, a combination of reduced budgets, the "AIG Effect" and other factors are generating intense interest in how virtual events can play a bigger role in integrated marketing plans. Hear how National Instruments drove as many leads from a single virtual event as a prior 18-city road show. Learn about SAP's virtual extension to their largest annual physical event. And discover how PennWell has leveraged virtual trade shows for audiences ranging from dental hygienists to firefighters.



John Grosshandler,
Founder, eComXpo and
Director of Virtual
Events, Maritz
(Moderator)



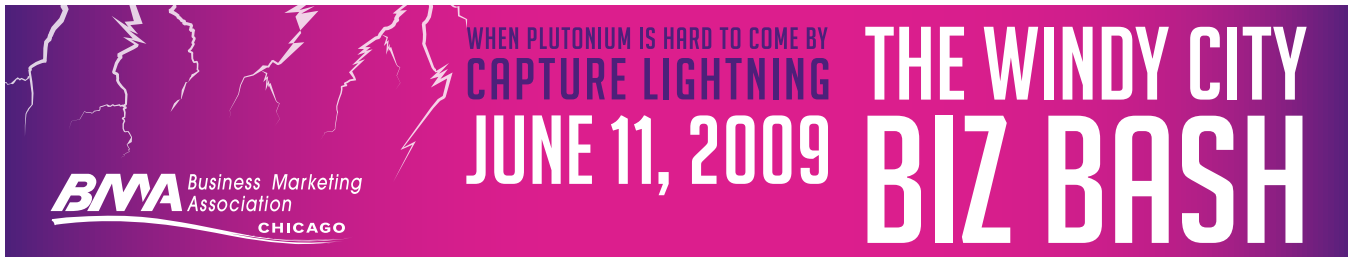
Rob Halsey, Vice
President of Global
Marketing, SAP



David Warren, Director of
Product Management,
Digital Media, PennWell



Richard McDonell,
Senior Group Manager,
National Instruments



5:30 p.m. – 8:30 p.m.

BMA/Chicago's Windy City BizBash

Rest up for an hour or so and then walk or cab over to the Ivy Room at Tree Studios, 12 E. Ohio, to join in the 8th annual Windy City BizBash, BMA/Chicago's annual silent and live auction and party. Meet and network with hundreds of BMA/Chicago members and, if so inclined, bid in both our live and silent auctions on a wide variety of donated items, including business media, electronics, restaurant tickets and more.

8:00 p.m.

Marketing Leader Dinners (new for 2009!)

In what we hope will become an annual tradition, BMA is coordinating dinners of 10 conference attendees apiece to be hosted by BMA board members, conference speakers and marketing leaders from Chicago and around the country at fine restaurants and private clubs across downtown Chicago. Each group of 10 will be carefully matched to represent a cross-section of attendees based of geography, industry, type of firm and functional role.

Confirmed dinner hosts (as of May 5, 2009) include:

- » Tom Haas, Chief Marketing Officer, Siemens
- » Patrick Crane, Vice President of Marketing, LinkedIn
- » Eduardo Conrado, Corporate Vice President, Global Marketing and Communications, Motorola
- » Eileen Zicchino, Managing Director and Chief Marketing Officer, JPMorgan Chase Treasury and Securities Services
- » Bob Pearson, President, Blog Council, and former Vice President of Communities and Conversations, Dell
- » Robin Fray Carey, Co-Founder & CEO, Social Media Today LLC
- » George Rafeedie, Chief Marketing Officer, Blue Silver
- » Gary Slack, Vice Chairman, BMA; President of BMA/Chicago; and Chairman and CEO, Slack Barshinger
- » Michael Krauss, President and Managing Principal, Market Strategy Group LLC, and past President, BMA/Chicago
- » Jason Ferrara, Vice President, Corporate Marketing, CareerBuilder, and BMA/Chicago board member
- » Suzanne Martin, Senior Director, North American Marketing, Home and Networks Mobility, Motorola, and 2009-10 President, BMA/Chicago
- » Matt Preschern, Vice President of Marketing, Demand Programs, IBM Americas
- » Joe Pine, conference speaker and author, Authenticity and The Experience Economy
- » Ralph Oliva, Executive Director, Institute for the Study of Business Markets
- » Jason Cordova, Director, Strategic Initiatives, GE
- » Stephen Ban, Chief Marketing Officer, Nuveen Investments, and BMA/Chicago board member
- » Randy Pitzer, Executive VP & GM, Edelman Technology & Business Marketing, and BMA/Chicago board member
- » Rick Kean, Managing Partner, Business Marketing Institute, and Associate Director, Institute for the Study of Business Markets
- » Ellis Booker, Editor-in-Chief, BtoB Magazine
- » Andy Sernovitz, Author, Word of Mouth Marketing: How Smart Companies Get People Talking, and founder, The Blog Council
- » Tony Lorenz, President, Proactive, a Freeman Company, and BMA/Chicago board member
- » Fritz Johnston, Vice President, Brand and Advertising, Boeing

FRIDAY, JUNE 12

7:00 a.m. – 8:00 a.m.

Breakfast

8:00 a.m. – 9:00 a.m.

General Session

Branding's Role in Bringing the 2016 Olympics to Chicago

As Chief Brand Officer for Chicago's Bid for the 2016 Olympic and Paralympic Games, Mark Mitten oversees all messaging, including strategy and execution. He is intimately involved in all aspects of positioning Chicago, one of four candidate cities (the others are Madrid, Rio de Janeiro and Tokyo), as the ideal choice for 2016. A former McKinsey consultant who played a key role in helping Chicago decide to pursue the Olympics, Mark will describe the intense efforts under way to lead to a positive IOC vote this October!



Mark Mitten, Chief Brand Officer, Chicago 2016

9:00 a.m. – 10:00 a.m.

General Session

Why Left-Brain Management and Right-Brain Marketing Don't See Eye to Eye—and What to Do About It

Drawing from their latest book, *War in the Boardroom*, the father-daughter duo

of Al and Laura Ries will explore the continuing conflict between marketing and management, document how it is bad for companies, careers, brands, stockholders and customers and offer up solutions. Their earlier book, *The 22 Immutable Laws of Branding*, recently was named by *Advertising Age* the third best marketing book of all time, while Al's all-time classic, *Positioning: the Battle for the Mind*, written (with Jack Trout) in 1981, ranked #1.



Al and Laura Ries, Co-Authors, War in the Board Room and The 22 Immutable Laws of Branding

10:00 a.m. – 10:15 a.m.

Break

10:15 a.m. – 11:00 a.m.

General Session

The Shift: Becoming Visionary Marketers Who Control the Quest for Growth

Scott Davis of the highly regarded brand, marketing and innovation consultancy Prophet has an important message for all marketers: you can shift your role from primarily supporting sales to having direct line responsibility for successful and profitable growth. Citing the rise of Visionary Marketers who are so integral to their companies' growth that they have become their CEO's right hands, Davis will describe five shifts in

thinking and day-to-day focus necessary to assume greater influence and impact in your organization.



Scott Davis, General Manager, Chicago, Prophet, and author of The Shift: The Transformation of Today's Marketers

into Tomorrow's Growth Drivers (to be published in June 2009)

11:00 a.m. – 12:00 p.m.

General Session

The Last Word: How Smart B-to-B Marketers are Getting People Talking

Deeply insightful and funny, Andy Sernovitz will bring word-of-mouth marketing to life for you like never before. As the world's #1 authority on the topic (heck, he has written the best book on the topic), Andy will focus his remarks in this final session of the UNlearn conference on the business-to-business side of WOMM, sharing real-life b-to-b cases and success stories. His promise: you'll leave with tools to spend less on marketing and make your customers happier and your company more profitable!



Andy Sernovitz, Author, Word of Mouth Marketing: How Smart Companies Get People Talking, and founder, The Blog Council

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