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From: American Marketing Association [AmericanMarketingAssociation@mail96.subscribermail.com]
Sent: 18 July 2006 03:30
To: richard@geewiz.co.nz
Subject: Upcoming AMA Management Events

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[Training Series: Internal Branding: Living Your Brand](#)



Training Series
Internal Branding: *Living Your Brand*

[Training Series: Building Marketing Dashboards for Better ROI](#)

August 24 - 25 - American Management Association Conference Center - San Francisco, CA
September 11 - 12 - American Management Association Conference Center - New York, NY
September 18 - 19 - The Georgia Institute of Technology's Global Learning & Conference Center - Atlanta, GA

[Training Series: Marketing ROI Techniques](#)

We know that branding goes beyond the traditional marketing activities of advert logos and corporate identity. But how can you align your organization's execution capability with your brand? By aligning your operations to deliver your brand promise and using the brand to communicate your organization's strategies and goals, you create a more effective, efficient and unified organization. Learn how to make this happen in your organization by attending this hands-on, in-depth training program

[Training Series: Integrating Marketing and Sales](#)

What You Will Learn:

- Understand the importance of aligning actions with your Brand Promise
- Understand the value and power of your brand as a management and execution tool
- Explore your brand's key leverage points
- Develop a plan of action for strengthening your brand through execution
- Use your brand to create meaningful and valued relationships
- Make branding every employee's responsibility
- Design high-impact brand experiences

[Fall 2006 Marketing Workshop](#)

[Symposium for the Marketing of Higher Education](#)

For more information or to register, visit www.MarketingPower.com/tsinternalbranding or call **800.AMA.1150**.

[Marketing Research](#)

**Boot
Camp™**

**Marketing
Boot
Camp™**

**Nonprofit
Marketing
Boot
Camp™**

**Mplanet™
2006**



**Training Series:
Building Marketing Dashboards for Better ROI**

September 14 -15 - The Scottsdale Plaza Resort - Scottsdale, AZ
September 28 - 29 - Gleacher Center - Chicago, IL
October 23 - 24 - American Management Conference Center - New York, NY

Marketers everywhere are being held to higher standards of accountability for the actions and investments. Where are you and your department positioned in the n of Marketing Accountability, Marketing ROI and Marketing Measurement? This intensive two-day seminar showcases the clear benefits of employing a well-designed marketing dashboard to measure and enhance marketing ROI. The right metrics drive the right actions, creating clear alignment with executive management. **This training session is ideal for:**

- Senior marketers with responsibilities for designing and building dashboard: executing against specific marketing metrics.
- Marketing executives who need a comprehensive framework for measuring marketing ROI.

What You Will Learn:

- Understand how the development of a marketing dashboard can increase R: accountability, alignment and drive a set of preferred actions within your marketing department.
- Identify the right metrics to include on your dashboard to predict success.
- Integrate your dashboard into the daily decision process, including technical requirements and organizational considerations.
- Improve relationships with finance and other functions by linking marketing investments to company performance and shareholder value.

For more information or to register, visit www.MarketingPower.com/tsroidas call **800.AMA.1150**.



**Training Series:
Marketing ROI Techniques: *Improving Campaign Measurements, Analytic Profitability***

October 2 - 3 - The Batterymarch Conference Center - Boston, MA
October 16 - 17 - Gleacher Center - Chicago, IL
November 9 - 10 - The Westin Horton Plaza - San Diego, CA

Improving the return on investment (ROI) for your marketing initiatives requires comprehensive approach to the measurement of marketing effectiveness and the analysis of financial outcomes. The challenges can be quite significant and yet ma

powerful solutions remain under-utilized by marketers.

This intensive two-day course will take you through the basics as well as more advanced marketing ROI techniques. It is best-suited to marketing managers, analysts, researchers, and executives in medium to large companies that have reasonable access to sales data and resources to dedicate to measurements.

What You Will Learn:

- The discipline of measurement and financial accountability into marketing's strategic decision process.
- Understanding the range of measurement methodologies available to capture the incremental impact of marketing on customer perceptions, behaviors and profit contribution.
- Developing accurate marketing ROI calculations that can be used consistently across all marketing initiatives while meeting the standards of the finance department.
- Improving strategic and tactical planning with marketing ROI techniques and metrics.
- How to develop a road map for putting marketing ROI techniques into practice.

For more information or to register, visit

www.MarketingPower.com/tsmarketingroi or call **800.AMA.1150**.



Training Series: Integrating Sales and Marketing

October 5 - 6 - American Management Association Conference Center - New York

October 19 - 20 - InterContinental Miami - Miami, FL

November 2 - 3 - American Management Association Conference Center - San Francisco, CA

Is your messaging working with customers? Are your company's value propositions consistently, situationally and successfully by your sales channels? In a B2B sales environment, the heavy lifting around positioning your solutions happens in customer conversations. In this two-day intensive workshop, you'll learn and practice using a process for integrating marketing and sales: Customer Message Management™. Walk away with new insight, practical tools and examples of how world-class companies use Customer Message Management.

What You Will Learn:

- Define Customer Message Management and its impact on integrating sales and marketing around the customer buying process.
- Develop a Conversation Roadmap™ to segment and profile buyers, define decision-maker needs and build a repeatable structure for customer messaging.
- Write Contextual Value Messaging that maps your products, technologies and services to the needs of the buyers to create customer context-driven solutions beyond generic feature-benefit statements.
- Create sales-coaching and customer-facing collaterals that map to the sales and support each major touch-point with messages and relevant content.
- Deploy messages consistently to marketing and sales via a marcom integration plan that leverages the new messages and collaterals in website, tradeshow

product launches, marketing and sales technologies and other customer conversation vehicles.

- Build Conversational Competency™ with Sales to ensure sales channels are comfortable and confident using the new messages and tools in the context of real-world selling.

For more information or to register, visit www.MarketingPower.com/tsims or call **800.AMA.1150**.



Fall 2006 Marketing Workshop

October 23 - 26 - Sheridan San Diego - San Diego, CA

The Marketing Workshop is the most customized training session we offer all year long. It is perfect for marketers from every industry and all levels of expertise. You choose from over 20 two and three-hour presentations. And the topic areas range from strategic marketing and branding, to CRM and customer loyalty.

Our entire Marketing Workshop will be planned around you, and your every interest will be our focus. If you want to explore marketing strategy, we'll do it. If you feel like covering every aspect of branding, just say so. In fact, you can pick and choose the sessions at will. And if this sounds exciting now, wait until you experience the results.

Topics Include:

- Pricing Secrets of Market Leaders
- Social Media and Marketing
- Living the Brand-The Dimensions of Internal Branding
- ROI
- When Sales and Marketing Collide
- Strategic New Product Development
- Influencing Organizational Change with Market Intelligence

For more information or to register, visit www.MarketingPower.com/workshop or call **800.AMA.1150**.



SAVE THE DATE

2006 AMA Symposium for the Marketing of Higher Education

November 5 - 8 - Sheraton New Orleans - New Orleans, LA

The Symposium brings together more than 40 marketing presentations in a three-day format.

event. Sessions typically address branding, web marketing, integrated marketing communications, market research, strategic planning, and competitive positioning through practical campus case studies. In order to provide a forum to discuss the marketing challenges institutions face, the program selects speakers who represent a variety of colleges and universities, as well as span across various levels of leadership within higher education. The Symposium is an excellent opportunity for administrators to network and return back to their campus, better prepared to advance the benefits of higher education marketing for their students, staff and faculty.

For more information or to register, visit www.MarketingPower.com/highered or call **800.AMA.1150**.



Marketing Research Boot Camp™

September 7 - 8 - American Airlines Training and Conference Center - Ft. Worth

Building solid marketing strategies in today's competitive market is impossible without sound market research. The right market information can boost your sales, position your product more effectively and help you speak more effectively to your audience. This intense 1 ½ day training program focuses on the most critical elements of market research. This program is ideal for marketing researchers new to the field or seasoned marketers who need a refresher or an introduction to marketing research.

What You Will Learn:

- How marketing research works to help achieve strategic and tactical market goals
- Fundamentals of research design
- Market Segmentation
- New Product Development
- Product Design and Pricing

For more information or to register, visit www.MarketingPower.com/mrbootc or call **800.AMA.1150**.



Marketing Boot Camp™

September 21 - 22 - JD Power - Detroit, MI

October 5 - 6 - Embassy Suites Hotel - San Antonio, TX

In today's ever-changing marketplace, businesses need their marketing professionals to understand the basics of marketing now more than ever. Business is rapidly changing and needs have increased competition faster than ever imagined. The AMA introduced this highly interactive program facilitated by an experienced AMA instructor. This

program is ideal for new marketers.

Marketing Skills You Will Learn:

- What Marketing Is Not and What It Is
- How Marketing Works
- A Demonstration of the Marketing Process: A Case
- Analyzing Marketing Opportunities and Selecting Markets to Serve
- Differentiating Yourself from Competitors
- Marketing Programs
- Organizing, Implementing, and Evaluating Marketing Plans
- A Demonstration of the Marketing Process: A Second Case
- Make Your Own Marketing Plan

For more information or to register, visit www.MarketingPower.com/bootcamp call **800.AMA.1150**.

Nonprofit Marketing Boot Camp™

*presented by the American Marketing Association
and the American Marketing Association Foundation*

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