

KEYS TO MORE INTEGRATED AND EFFECTIVE BRAND AND MARKETING COMMUNICATION

—AND BETTER RETURNS ON YOUR MARKETING INVESTMENT

To effectively communicate with customers in today's noisy and demanding business markets requires professional discipline, intense focus, sharp tools, and management commitment. In this seminar, a pioneer of the Integrated Marketing Communication approach outlines a step-by-step process to build integrated, Next Generation IMC programs with direct, measurable impact on the bottom line.

OBJECTIVES

This seminar will help participants increase their return on business-to-business brand and marketing communication investments by making the communication process more systematic, integrated, targeted, and accountable for business results.

WHO SHOULD ATTEND

Marketing and marketing communication managers, brand and product managers, sales managers with marketing communications responsibilities, strategic planners, information technology managers, and new product development managers.

SEMINAR CONTENT

The seminar is based on the text *Next Generation IMC*, by Don and Heidi Schultz. This is the update on the basic IMC text developed by Schultz, Tannenbaum, and Lauterborn in the early 1990's. It moves IMC into the 21st century by focusing on how integrated processes can improve and impact the organization's entire communication program. This seminar will feature the new issues of value-based communication approaches, generating management commitment, brands and branding, global communication development, measurement of communication impact to interface with the Balanced Scorecard and Six Sigma initiatives, and the critically important area of internal communication and branding.

The focus will be on the development of hands-on IMC processes that participants can take home and put into practice immediately. Several global case studies will be used to illustrate processes and procedures.

A sampling of the content included will be:

IMC in the Business-to-Business Marketplace

- Marketing communication in transition
- Redeveloping managerially relevant communication processes
- Shift of information technology—using the Marketing Diagonal
- Developing brands, branding, and brand communication management
- Relating the concepts to your organization

Basics for New Planning and Measurement Process

- From functional activities to process planning
- The IMC Planning Matrix
- Planning and measuring incremental value
- Understanding short-term and long-term returns
- Relating the concepts to your organization

Developing a Five-Step IMC Process for Your Firm

- **Step One—Using Behavioral Databases to Understand Customers and Prospects**
 - Relating the concepts to your organization
 - Where is your data?
 - Identifying relevant customers
- **Step Two—Identifying and Valuing Customers and Prospects**
 - Measuring income flows
 - Relating the financial concepts to your organization
 - Identifying customer value
- **Step Three—Developing and Delivering Messages and Incentives**
 - Brand audits and brand contact analysis
 - Understanding incremental value
 - Relating the concepts to your organization
- **Step Four—Estimating/Measuring the Return-on-Customer-Investments**
 - Spreadsheet analysis of returns
 - Short-term measures
 - Marketing mix modeling

• Step Five—Budgeting and Allocation of Finite Resources

- Measuring long-term brand value
- Your brand as long-term intellectual capital
- Building a brand scorecard

Relating IMC to Your Organization

- Barriers to integration
- Results of benchmark and best practices studies
- Applying IMC across your organization

Developing Next Generation IMC Value

- Developing internal branding and communication programs
- Aligning IMC with Balanced Scorecards and Six Sigma requirements
- Aligning product and SBU brands with the corporate brand
- Gaining management buy-in for your program

FORMAT

The two-day seminar starts at 8:30 a.m. and ends at 5:00 p.m. each day. The seminar combines lecture and discussion, real-world cases, and team exercises. With limited attendance, there is ample time for extensive discussion and interaction. All materials for the seminar will be provided.

INSTRUCTOR

Dr. Don E. Schultz is Professor Emeritus-in-Service in the Integrated Marketing Communications Department at Northwestern University. He is a leading author, lecturer, and seminar leader who has appeared in North and South America, Asia, Europe, Australia, and the Middle East. He was the lead author of the landmark IMC text, *Integrated Marketing Communications, Putting It Together and Making It Work*. His text *Measuring Brand Communications ROI* was published by the Association of National Advertisers in 1997. *Communication Globally: An Integrated Marketing Approach* was released in April 2000. *Raising the Corporate Umbrella* (2001) is the latest word on corporate communication planning and measurement.

ISBM Registration Form

Developing Next Generation Integrated Marketing Communications

April 15-16, 2004

Prefix/Name _____

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Dietary Restrictions _____

ISBM Seminar Fee: 1,200.00

Payment Method

Enclosed is a check payable to ISBM-Penn State. Indicate attendee's name(s) on check stub

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LOCATION

The seminar will be held at:

DuPont Learning Center
Route 141 and Lancaster Pike
Bldg. 20, 2nd Floor
Wilmington, DE 19805

Hotel information will be provided to you after registration.

CANCELLATION POLICY

- On or before March 17, 2004—no fee
- Between March 18-March 31, 2004—\$100 fee
- After March 31, 2004, full seminar fee charged
- All substitutions after March 31, 2004 will be subject to a \$50.00 administrative fee.

FOR FURTHER INFORMATION CONTACT:

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Developing Next Generation Integrated Marketing Communications Seminar

DR. DON E. SCHULTZ
Professor Emeritus-in-Service, Integrated Marketing Communications Department
Northwestern University

April 15-16, 2004
Wilmington, Delaware

Increase your return on business-to-business brand and marketing communication investments.



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