



Leadership Conference

A convergence of thought leaders in cross-media communications

360° MARKETING EXECUTION

**February 4th to 6th, 2010
Scottsdale, Arizona**

See the whole picture...

- Take away proven strategies for effectively reaching and selling to the next generation of buyers.
- Learn from real-world examples that will prepare you for the challenges and rewards of new media.
- Get an edge in the marketplace by finding out what's next on the horizon.

Register online at www.ipa.org/leadership

LeadershipConference

We are very excited to present the 2010 IPA Leadership Conference, *360-Degree Marketing Execution*. This completely redesigned event brings together brand owners and business leaders from creative, premedia and print communities to share their experiences, strategies and knowledge.

This will not be a conventional meeting with motivational speakers and talks from the podium. Instead, we've created an interactive experience featuring case studies, lively discussions about new and emerging media, marketing execution best practices and innovative procurement models.

You'll learn from some of the most respected thought leaders in marketing execution and cross-media communications. Our speakers were carefully chosen from all sides of the media production process to give you a 360-degree view of the trends and technologies that are shaping the future of communications.

Join the discussion. Register for the IPA Leadership Conference today!



Steve Bonoff, IPA President

Conference Sessions

Keynote Presentations



Julie Roehm

Best Practices in this Brave New World of Marketing

Julie Roehm, former chief marketing officer, Walmart, Daimler-Chrysler



Liz Brohan

Lead Gen-to-Gen Y: Preparing for the New B2B Buyer

Liz Brohan, Co-CEO, Colman Brohan Davis (CBD) Marketing



Liz Miller

Facing the Future of Sales: How to Reach the CMO

Liz Miller, Vice President, Programs and Operations, CMO Council

Interactive Sessions

Proven Marketing Execution Best Practices

Julie Roehm; Margie Dehm, Sara Lee; Marriott
Winchester, SGS International

Profiting from New & Emerging Media

Liz Brohan, Colman Brohan Davis Marketing; Pam Ansley
Evans, IBM

Integrating Social Media with Cross Media

M.J. Anderson, Trekk Cross-Media; Jim Egan, Kerry
Ingredients; Chris Walling, Brandfire Marketing Group; CJ
Kornell, Arizona State University

Innovative Procurement Models

Cheryl Kahanec, Sandy Alexander; Gail Graper,
GlaxoSmithKline

Conference Themes

Marketing Execution Best Practices

Get a 360° view of marketing successes and failures that will help you execute breakthrough marketing programs.

New & Emerging Media

Learn how you can use enabling new technologies to help clients make the transition from traditional to more personal and engaging marketing.

Fundamentals of the New Media Enterprise

Find out what it takes to reach marketing services buyers with the right message in this new world of cross-media communications.

ConferenceSchedule

Thursday, February 4, 2010

Marketing Execution Best Practices

Get a 360° view of marketing successes and failures that will help you execute breakthrough marketing programs.

8:30 – 1:00

Arrivals and Registration

IPA Board Meeting

1:00 – 1:15

Conference Introduction

Conference Chairs

Renée Walsh, Director of Sales, Schawk, Inc.

Julie Caporal, Sales Manager, Evolution Designworks

1:15 – 2:15

Keynote: Best Practices in this Brave New World of Marketing

Julie Roehm, former chief marketing officer Walmart & Daimler-Chrysler



Julie Roehm, a powerful, charismatic marketing visionary, is one of the most successful global marketing, new media, advertising and brand-building experts in the United States. Roehm will share her story from behind the scenes at the world's most influential retailer to show how quickly the world is shifting and how marketers, agencies and service providers alike can plan for success in this brave new world. Always ahead of trends, Roehm will provide attendees with extraordinary insight and ideas on how to succeed in the tumultuous world of marketing communications.

2:15 – 2:30

Client Case Study:

Margie Dehm, Category Manager Packaging Graphics, Sara Lee Corporation

Sara Lee's marketing lead times have been reduced from 41 days to under 30 days. Margie Dehm, describes the optimal workflow that Sara Lee and its service provider partners have developed to achieve this dramatic time savings and help Sara Lee achieve a significant edge in today's competitive fight for retail shelf space.

2:30 – 3:00

Interactive Discussion: Proven Marketing Execution Best Practices

Moderator: Julie Roehm, former chief marketing officer Walmart & Daimler-Chrysler

Julie Roehm will moderate a panel of senior buyers of prepress and print services and their media production service providers investigating the strengths and weaknesses of their marketing execution. Does a disciplined marketing team feel challenged in meeting company metrics? What are these companies' areas of expertise and best practices, and where do they fall short? How do you compare?

Panelists

Margie Dehm, Category Manager Packaging Graphics, Sara Lee Corporation

Marriott Winchester, Senior Vice President, SGS International

Additional panelists to be announced

3:00 – 3:15 **Break**

3:15 – 4:00 **Educational Session: Creating Customer Intimacy**

Howard Holley, President, Touchpoint Alliance



Client intimacy is about creating a trusting and long-term relationship with your clients. This intimacy allows your company the opportunity to know, in detail, what your clients want and how your sales staff can best evangelize your organization's products and services. Howard will share a unique perspective on market trends that create opportunities and challenges for marketing service providers and print service providers in today's market. Participants will leave with a better understanding of trends, a specific work plan for next steps and access to a network of colleagues facing similar convergence issues.

4:00 – 4:30 **Interactive Exercise: Present 2 WIN!**

Ron Kendig, President, Winning Stance



Great presentation design is one thing, but then it has to be effectively delivered. How does your sales staff grab and keep the attention of their prospective clients? Will the client remember the presentation and key messages? Learn a technique called "integrated presenting" where your sales staff and the presentation become one. Ron will share best practices in storyboarding, messaging and delivery, while revealing good and worst practices in delivering presentations.

4:30 – 4:45 **Day 1 Wrap Up**

Conference Chairs

6:00 – 7:00 **Reception / Networking Event**

7:00 **Dinner on your own**

ConferenceSchedule

Friday, February 5, 2010

New & Emerging Media

Learn how you can use enabling new technologies to help clients make the transition from traditional to more personal and engaging marketing.

7:30 – 8:30 **Breakfast**

8:30 – 8:45 **Welcome**

Conference Coordinator, Robin Tobin, Vice President, Trekk Cross-Media

8:45 – 9:30 **Keynote: Lead Gen-to-Gen Y: Preparing for the New B2B Buyer**

Liz Brohan, President and Co-CEO, Colman Brohan Davis (CBD) Marketing



Gen Y, the tech-savvy children of baby boomers, are fast becoming managers making purchase decisions about your products and services. Don't market to them in the same old ways. The Co-CEO of one America's leading integrated marketing agencies will reveal how Gen Y's habits and characteristics are defining what's new and what's next in integrated marketing, lead generation and retention. Discover insights from a survey of over 300 Gen Y managers, all under age 30. The survey mapped their buying process and ranked the online, offline and word-of-mouth channels they use when making business purchase decisions. Insights and real world examples of successful campaigns from IBM will also be discussed. You'll leave with new ideas about how to sell to this emerging buyer of media production and marketing services.

9:30 – 9:45 **Maximizing the Return from Digital Marketing**

Pamela Ansley Evans, Global Web Marketing Manager, IBM Software Group

Learn how IBM uses digital marketing to reach new prospects and identify warm prospects for sales. Pam is responsible for IBM Software Group's digital marketing strategies in over 70 countries where localized web sites serve as a hub for marketing activities. IBM uses digital marketing to surround other more traditional marketing mix approaches to ensure that the company identifies key influencers and prospects when they are online. With 30 years experience in marketing and communications, she is a key leader in IBM's strategy to transform the way it reaches customers online using search, social media and software tools across the marketing cycle to deliver leads.

9:45 – 10:15 **Interactive Discussion: New & Emerging Media**

Moderator: Liz Brohan, Co-CEO, Colman Brohan Davis (CBD) Marketing

Liz Brohan will moderate an interactive discussion with both clients and service providers on how they have embraced new and emerging media, the unseen and unplanned bottlenecks it has caused in their workflows, the surprise outcomes, and the overall impact that new media has had on their organizations.

Panelists

Pamela Ansley Evans, Global Web Marketing Manager, IBM Software Group
Additional panelists to be announced

10:15 – 10:30 **Break**

10:30 – 11:00 **Trends in New and Emerging Media**

Laureen Chudzinski, Director of Business Development Strategies Service, Infotrends



There's a new game in town for marketers, print service providers, and marketing service providers. It involves the development of synergistic media campaigns that effectively blend print, mobile, Internet, and social disciplines. In this session, Laureen Chudzinski will discuss enabling technologies such as social networking, QR codes and augmented reality and what they mean to print.

12:00 – 1:00 **Networking Luncheon and Sponsor Presentations**

1:00 – 1:30 **Integrating Social Media with Cross Media**

M.J. Anderson, Vice President Creative Services, Trekk Cross-Media



Historically, it has been both impractical and uneconomical for companies to customize content for all of the audiences they need to reach. Today, enhanced communication architectures make it easier to develop, package and deliver relevant, timely information to web site visitors, customers, employees and business partners. M.J. Anderson explains how marketers need to recalibrate their thinking to influence audiences in a way never before possible, delivering on the promise of cross-media communications. He'll also share how you can help clients transition from traditional to more engaging, customized, personalized marketing that can be deployed across all media – including social media.

1:30 – 1:45 **Client Case Study:**

Jim Egan, Director of Communications, Kerry Ingredients & Flavours, Americas Region

With global competition more prevalent and fierce than ever before, building and maintaining strong personal relationships is key to Kerry Ingredients' success. Seeking creative ways to attract new customers, Kerry Ingredients is leveraging new technology and social media to support and drive their business and marketing strategies. Jim Egan will describe how his company has made the connection between social media and business application without increasing the risk of being seen as "jumping on the band wagon" or implementing novel marketing gimmicks.

1:45 – 2:00 **Client Case Study:**

Chris Walling, Partner, Brandfire Marketing Group



Callaway Golf Canada was challenged with marketing a diverse product portfolio with a limited budget in a seasonal business. Their service providers responded by creating Canada's first interactive on-line community for golfers: MyCallaway.ca. Chris Walling will describe the process and results of this joint initiative and how its results far surpassed Callaway's wildest dreams.

ConferenceSchedule

2:00 – 2:15

Leveraging New Media Within Your Marketing Mix

CJ Cornell, Kauffman Professor of Digital Media & Entrepreneurship, Arizona State University

2:15 – 2:45

Interactive Discussion: Integrating Social Media with Cross Media: How They Did It

Moderator: M.J. Anderson, Vice President Creative Services, Trekk Cross-Media

M.J. Anderson will lead an interactive discussion on the integration of new and emerging media with traditional media. Panelists will share barriers they encountered within their workflows, resources and implementation strategies. They'll discuss their organizations' historic strengths and weaknesses, and the discipline and patience required to see quantifiable results.

Panelists

Jim Egan, Director of Communications, Kerry Ingredients & Flavours, Americas Region

Chris Walling, Partner, Brandfire Marketing Group

CJ Cornell, Kauffman Professor of Digital Media & Entrepreneurship, Arizona State University

2:45 – 3:00

Break

3:00 – 4:00

Transformation Through Adaptation

Scott Dubois, Vice President, Cross-Media Services & Marketing, Reynolds DeWalt

4:00 – 5:00

CMO-to-CMO Fireside Chat

Moderator: Robin Tobin, Vice President, Trekk Cross-Media



Customer insight is critical to driving marketing innovation and loyalty. After a decade of digital disruptions, more of our marketing investments and interactions are based online — creating more personalized, relevant customer experiences while also maximizing marketing spend. Greater customer insight has been collected to help CMOs make more informed marketing investments.

Today's panel of CMOs will address their top digital marketing challenges, the benefits of investing in new and emerging media, and their preferred media sources.

Panelists to be announced

Day 2 Wrap Up

Conference Chairs

6:00

Reception & Dinner

Saturday, February 6, 2010

Innovative Marketing Views, Procurement Models, and Metrics

Find out what it takes to reach marketing services buyers with the right message in this new world of cross-media communications.

7:30 – 8:30

Breakfast

8:30 – 8:45

Welcome

Conference Chairs

8:45 – 9:45

Keynote

To Be Announced

9:45 – 10:15

Trends in Service Procurement

Cheryl Kahanec, Executive Vice President, Sandy Alexander



Cheryl Kahanec is a recognized leader and role model in the graphic communications industry, serving as the Executive Vice President at Sandy Alexander in Clifton, New Jersey. Cheryl has witnessed first-hand how technology has taken center stage in the evolution of the print industry. With this dramatic change comes equal opportunity for growth. Understanding how changes in procurement are driven by price and environment is critical to achieving growth and success. Cheryl will explore how these changes have shaped and evolved the graphic communications industry.

10:15 – 10:30

Client Case Study

Gail Graper, Print Production Specialist, GlaxoSmithKline

10:30 – 10:45

Client Case Study

To be announced

10:45 – 11:15

Interactive Exercise: Innovative Procurement Models

Moderator: Cheryl Kahanec, Executive Vice President, Sandy Alexander

Cheryl will lead an interactive dialogue with panelists on how business decisions are often made based on price, how outside organizations often introduce disruptive change, and how this change often yields growth in all industries.

Panelists

Panelists to be announced

11:15 – Noon

Closing Keynote: Facing the Future of Sales: How to Reach the CMO

Liz Miller, Vice President, Programs and Operations, CMO Council

Event Wrap-Up, IPA's New Direction

Steve Bonoff, President, IPA

1:00 PM

IPA Golf Tournament

ConferenceSpeakers



M.J. Anderson

*Vice President, Creative Services
Trek Cross-Media*

As Chief Marketing Officer and founding partner of Trek Cross-Media, M.J. Anderson meshes his background in traditional design and conceptual development with more than 20 years of experience working in new media and integrated cross-media communications. Working closely with national clients, he leads his creative team in the formation of innovative and effective communication strategies and tactics for some of today's most recognizable brands. A pioneer of variable direct marketing and early adopter of interactive technologies, M.J. is a frequent speaker at industry conferences and events.

Pam Ansley Evans

*Global Web Marketing Manager
IBM Software Group*

At IBM, Pam has led teams in the integration of TeleWeb, Interactive and Relationship Marketing, including the Gold Service Relationship Marketing Program recognized with Tempo, Echo and e-Marketing awards. She is Vice Chairman of the Direct Marketing Association's (DMA) BtoB Council and was named 2008 "Marketer of the Year" by Target Marketing magazine. Pam will speak to best practices in using interactive media.



Liz Brohan

*President and Co-CEO
Colman Brohan Davis*

Liz Brohan is President and Co-CEO of Colman Brohan Davis, an award-winning integrated marketing agency in Chicago with national and global clients. Her expertise in branding, message strategy, CRM and database marketing extends across many industry sectors. Liz is the recipient of the first-ever Platinum Echo, Caples and Tempo Awards; and she has served on the board of the Chicago Association of Direct Marketing. She is a frequent speaker at international industry events and authors white paper and thought leader articles for industry journals and other media.

Julie Caporal

*Sales Manager
Evolution Designworks, a division of
SGS International*



Lauren Chudzinski

*Director of the Business Development
Strategies Service
InfoTrends*

Lauren Chudzinski provides marketing and business development strategies to graphic communications suppliers and print service providers to help them grow their businesses. Lauren directs ongoing training curriculums and e-learning training program initiatives on a global level. With over 18 years of experience, she is an expert in introducing, launching, and marketing new technologies into emerging markets. Prior to joining InfoTrends, Lauren worked for XMPie (acquired by Xerox in 2006) as the Director of the Xerox Channel for the Americas. She has held senior positions at PageFlex, Inc., Pitango Multimedia, Inc., and Scitex America Corporation and has a bachelor of science degree in graphic design management from Central Connecticut State University.

CJ Cornell

*Kaufmann Professor of Digital Media &
Entrepreneurship, Arizona State University*

Margie Dehm

*Category Manager Packaging Graphics
Sara Lee Corporation*

Employed by Sara Lee for 13 years, the last five years of which as Category Manager Packaging Graphics. Margie has led a team that has created a comprehensive color management program, introduced digital approval workflow, provided Marketing with innovative print solutions, and opened an on-site color quality lab. The end of results of these initiatives have included enhanced package quality, reduced lead times and costs...all of which are integral to the success of Sara Lee products.

She continues to work to improve service to our stakeholders by working with selected printers to develop a completely digital workflow and provide even more innovative printing solutions. Additionally, Margie works with SGS to provide stakeholders with a fully integrated software suite (project management, digital approval, asset management).

Scott Dubois

*Vice President, Cross Media Services &
Marketing, Reynolds DeWalt*



Jim Egan

*Director of Communications
Kerry Ingredients & Flavours - Americas
Region*

Jim Egan has over 18-years of corporate communications experience helping companies build stronger relationships with their customers. Jim currently leads the communication function of the Americas Region for Kerry Group, a \$6 billion global supplier to the food and beverage industry. As an innovative thought and communications leader at the forefront of new media adoption, Jim has developed and implemented comprehensive communications strategies that enhance

and drive a positive company image and stronger relationships with both external and internal audiences. He brings a unique slant to communications by developing and delivering programs that integrate interpersonal communications with marketing strategies, leveraging new technologies that help companies foster deeper and more trusting relationships with customers, employees and communities.



Howard Holley

*Founder and Chairman of the Board
TouchPoint Alliance*

Howard Holley is a former senior executive of the Xerox Corporation, where he spent more than 33 years. He was named district manager of the San Diego/Las Vegas region, manager of integrated sales and systems training at the Xerox Document University and region vice-president of Xerox Business Services. In 1998, Howard relocated to China as senior vice president and general manager of the Enterprise Solutions Group of Xerox China. In 2004, He moved into Xerox Global Services to create a consulting practice that would later be known as the Document Outsourcing and Communications Services practice. He provided global leadership for this business unit until his retirement in March 2009. Howard envisioned TouchPoint Alliance as a peer powered network of market leaders and innovators in the global Enterprise Marketing and Communications Industry. He and his co-founders share a vision of enabling sponsors, members and clients to deliver best of breed customer intimacy strategies, technologies and methodologies.

Cheryl Kahanec

*Executive Vice President, Sandy
Alexander*

Ron Kendig

*CEO
WinningStance Corporation*



WinningStance specializes in presentation and demonstration techniques through a series of motivational workshops delivered both in person and in a Virtual Interactive Classroom (VIC) environment. Ron previously held a number of executive positions with Xerox and Heidelberg Druckmaschinen during the past 30 years. Prior to forming WinningStance he was vice president of marketing and business development for Xerox. During his career with Heidelberg USA, Inc., he rose to the position of marketing director. Ron maintains a consistent track record of growing divisions through executive leadership, innovative marketing programs, sale leadership and winning product presentation and demonstration techniques.



Julie Roehm

*Former Chief Marketing Officer
Walmart and DaimlerChrysler*

Julie Roehm, a powerful, charismatic marketing visionary, is one of the most successful global marketing, new media, advertising and brand-building experts in the United States. Roehm will share her story from behind the scenes at the world's most influential retailer to show how quickly the world is shifting and how marketers, agencies and service providers alike can plan for success in this brave new world. Always ahead of

trends, Roehm will provide attendees with extraordinary insight and ideas on how to succeed in the tumultuous world of marketing communications.

Robin Tobin

Vice President, Trekk Cross-Media



Chris Walling

*Chris Walling, Partner, Brandfire
Marketing Group*

Chris Walling served as director of marketing for Callaway Golf Canada, responsible for Callaway, Odyssey, Ben Hogan & Top-Flite brands. Chris managed agency relationships and an internal marketing department of 23. He served as a member of the board of directors of the Canadian Golf Industry Association and founding board member of the Golf Association of Ontario's Golf In Schools programs. He is a co-founder of Brandfire Marketing Group, based in Toronto, Canada. In two short years, Brandfire amassed a client roster of over 13 major brands, including General Electric, General Mills, Mattel, Lutron, Neilson Dairies, CloverLeaf, Heinz, Corus Media, Intel, The Globe & Mail, Callaway Golf, and others. Chris has published articles in Sport Marketing: A Canadian Perspective and frequently lectures at numerous colleges and universities, including Laurentian Universities' Sport Marketing and Administration Degree Program.

Renée Walsh

Director of Sales, Schawk, Inc.

ConferenceDetails

LodgingInformation

InterContinental Montelucia Resort & Spa

InterContinental Montelucia Resort & Spa is Scottsdale's newest luxury resort. Located at the foot of picturesque Camelback Mountain adjacent to the cities of Scottsdale and Phoenix, the Moroccan-inspired spacious resort encompasses an award-winning Joya Spa, five gorgeous pools, multiple dining and restaurant options including critically acclaimed Prado Restaurant and Mbar, oversized guest rooms with private patios, nearby golf courses and countless shopping options. All of this and more just minutes from Old Town Scottsdale and Sky Harbor International Airport.



ReservationInformation

IPA has secured a special room rate of \$225. To get this rate, call (888) 627-3010 or (480) 627-3202 and ask for the IPA Leadership Conference. Reservations must be made no later than January 4, 2010 to secure this rate. After the deadline, rooms will be reserved on a rate/space available basis.

MoreInformation

Visit us online at www.ipa.org/leadership for full hotel and conference information.

LeadershipConferenceRegistration

2010 IPA Leadership Conference | February 4-6 | Scottsdale, AZ

Register Online at www.ipa.org/leadership

No refunds after January 18, 2010. Substitutions accepted. Please include only one person per form. Photocopy for additional registrations

Name _____
 Company/Organization _____
 Work Address _____
 City _____ State _____ Zip _____
 Work Phone _____ Fax _____
 E-mail (for confirmation)* _____

Registration includes attendance at all sessions, evening receptions, lunches and refreshments.

Golf? Yes* No

**Note: If you select yes for the golf tournament, the cost is \$95 per registrant. The registrant will be charged at the time of the event.*

ConferenceRegistration

	Full Conference		Feb. 4 Only		Feb. 5 Only		Feb. 6 Only	
	By Dec. 31	After Dec. 31	By Dec. 31	After Dec. 31	By Dec. 31	After Dec. 31	By Dec. 31	After Dec. 31
Member**	<input type="radio"/> \$395	<input type="radio"/> \$595	<input type="radio"/> \$200	<input type="radio"/> \$250	<input type="radio"/> \$200	<input type="radio"/> \$250	<input type="radio"/> \$200	<input type="radio"/> \$250
Nonmember	<input type="radio"/> \$495	<input type="radio"/> \$695	<input type="radio"/> \$250	<input type="radio"/> \$300	<input type="radio"/> \$250	<input type="radio"/> \$300	<input type="radio"/> \$250	<input type="radio"/> \$300

Spouses and guests are invited to attend receptions (fee is \$95 per person, charged at time of event).

Number of guests attending: _____
 Guest 1 Name (for name badge purposes) _____
 Guest 2 Name (for name badge purposes) _____
 Guest 3 Name (for name badge purposes) _____

AMOUNT ENCLOSED\$ _____

Check (made payable to IPA) VISA MasterCard AMEX Invoice (Invoice Number [for members only]: _____)
 Card Number _____ Exp. date _____ 3-digit security code (req.): _____
 Cardholder Name (print) _____ Cardholder Phone _____
 Cardholder Signature _____

(For office use only)

Please send to:

IPA
 7200 France Ave. South
 Suite 223
 Edina, MN 55435
 Fax 952-896-0181

initials		fin.
date		
CK/CC		
amt. paid		
bal. due		

Cancellation Policy: With written cancellation notice, received by January 18, 2010, you will receive a full refund, less a \$50 administrative charge. Cancellations after January 18, 2010 are nonrefundable. Notices of cancellation must be faxed to the IPA office at 952-896-0181. No-shows will not receive refunds. Substitutions are accepted



IPA

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Graphic Solutions Providers

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Register online at www.ipa.org/leadership

360° MARKETING EXECUTION

Leadership Conference | A convergence of thought leaders in cross media communications

