

## Registration Information

# BrandSmart 2005

## 3rd Annual Conference

### Solving the Branding Puzzle

When: Thursday, March 31, 2005  
8:00 a.m. – 4:30 p.m.

Where: Summit Executive Centre  
205 N. Michigan Avenue  
Chicago, Illinois  
(Map and directions available online at [www.summitchicago.com/location](http://www.summitchicago.com/location))

How: Register online at [www.chicagoama.org/brandsmart2005.htm](http://www.chicagoama.org/brandsmart2005.htm) or call the Chicago AMA Registration Hotline at 630.790.6046 today. Space is strictly limited to 150 registrants, so please reserve your place early.

BrandSmart 2005 conference pricing includes breakfast, lunch, and two refreshment breaks:

Advance Registration (before February 28, 2005)

- ~~AMA Members \$225~~
- ~~Non-Members \$325~~

Registration (February 28, 2005 or after – as space is available)

- ~~AMA Members \$300~~
- ~~Non-Members \$400~~



Register before February 28 to reserve your complimentary copy of "Brands That Rock."

## Registration Form

**MAIL**  
Chicago AMA  
c/o GEOS  
800 Roosevelt Road, Suite E-400  
Glen Ellyn, Illinois 60137

**PHONE**  
680.790.6046

**ONLINE**  
[www.chicagoama.org](http://www.chicagoama.org)

Fill out one form for each attendee.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

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- Non-Members @ \$400

**PAYMENT**  
Total Amount Remitted \$ \_\_\_\_\_  
 Check/Money Order enclosed made Payable to Chicago AMA  
 Charge my  MasterCard  Visa  American Express  Discover

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

SIGNATURE (REQUIRED) \_\_\_\_\_

**CANCELLATION POLICY**  
Cancellations received in writing two weeks prior to the seminar date will be refunded, less a \$35 cancellation fee. Substitutions may be made by phone, up to three days in advance of the event.

# BrandSmart 2005

## Conference

### Solving the Branding Puzzle



**LIMITED-TIME BONUS**  
Register before February 28 to reserve your complimentary copy of "Brands That Rock."

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CHICAGO AMA  
FOR MARKETING PROFESSIONALS

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## Conference

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March 31, 2005  
8:00 a.m. – 4:30 p.m.

Summit Executive Centre  
205 N. Michigan Avenue  
Chicago, Illinois

Chicago AMA 2004/2005  
Chapter-wide Sponsor:



# SOLVING THE BRANDING PUZZLE

Come hear from brand experts and industry thought-leaders on how to bring together the many pieces of your brand's puzzle to take your marketing strategy to the next level. Get into the hearts and inside the minds of your customers to learn what they want but can't express. Learn how to maximize your brand's value – even with the most limited of resources.

Chicago AMA's BrandSmart Conference is a once-a-year-only event that continues to sell out. Make your reservation today – space is strictly limited to 150 registrants.



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## BrandSmart 2005 Agenda / Thursday, March 31, 2005

7:30 – 8:00 a.m. Registration and Continental Breakfast

8:00 – 8:15 a.m. Welcome and Opening Remarks

8:15 – 9:15 a.m.

### "Brands That Rock"

Roger D. Blackwell, Ph.D., Professor of Marketing, Ohio State University



The battle to attract and maintain customers continues to intensify. Firms of all sizes are constantly revamping their products and service offerings, honing their customer service skills, and revising their loyalty programs – all in a quest to capture more attention and dollars from customers, an increasingly elusive group. Some firms have customers, but only the most successful have fans. Enhance the longevity and success of your brand by learning to:

- Create a brand that becomes adopted by culture and captures a long-term position in the marketplace
- Evolve a brand without alienating current fans
- Reinvent a brand and recapture market share and dominance
- Capture a unique position in the market by developing the entertainment value of your product experience
- Build a fan base by reaching out to market segments that your competitors see as secondary

9:15 – 10:00 a.m.

### "Deactivating Fear: The Emotional Dynamics of Branding"

Dan Hill, President, Sensory Logic



Implied promises and emotional connections are the real definers of brand value. To create brand story acceptance that gets internalized and provides a competitive barrier, fear must be both overcome and leveraged. Attendees will learn:

- How brands help to rationalize decisions we've already made
- How to create a mythological brand story with enduring substance
- How to ensure that product offerings don't undermine the brand

10:00 – 10:30 a.m. Refreshment Break

10:30 – 11:15 p.m.

Concurrent Presentations



### Session A - "Using Return On Marketing Investment (ROMI) to Achieve Profitable Growth"

Rob Cook, Director, Zyman Group



### Session B - "Creating A Customer-led Company"

R. Daniel Bagley, VP, Corporate Strategy and VP, Global Marketing for the Metalworking Solutions & Services Group, Kennametal, Inc.

11:15 – 12:00 p.m.

### "Leadership Marketing: McDonald's Winning Plan to Revitalize its Brand"

William Lamar, Jr., SVP and CMO, McDonald's USA



McDonald's Corporation was honored as "Marketer of the Year" by Advertising Age magazine for the brand's marketing achievements around the world in 2004. Revitalizing marketing at one of the world's most recognized brands is no easy task and at McDonald's it required planning, focus, discipline and leadership. A new alignment around key targets created a framework for change that cascaded throughout the company. Bill Lamar, Chief Marketing Officer, McDonald's USA, will give insights into the winning plan that became McDonald's recipe for brand success.

12:00 – 1:00 p.m.

Networking Lunch

1:00 – 1:45 p.m.

### "Building Brands Through Loyalty Programs"

Carol Kruse, Group Director, Interactive Marketing, Coca-Cola North America  
Michael Bragg, VP, Precision Marketing, Fair Isaac Corporation



Many companies are still offering online sweepstakes to drive trial and awareness. Learn to truly engage with your customers by offering experiential rewards and content they want and will keep coming back for. This session will help you to:

- Actively integrate the customer into your brand strategy
- Drive trial and repeat purchase through online promotions
- Leverage the Internet's unique attributes to achieve consumer satisfaction

1:45 – 2:30 p.m.

### "Putting the Value in Brand Value"

Paula Ausick, Sr. VP, Director of Brand Equities, FCB Chicago  
Scot Havrilla, VP, Management Director, FCB Chicago



How do you best leverage the consumer power shift to grow your brand value quickly? Insights from an old marketing structure trying to work in a wi-fi world is leading to ineffective customer relationships. So what's a marketer to do? You'll learn how focused strategies can work in a multi-dimensional consumer space using a tactically holistic approach.

- Hear cases where holistic approaches create tangible brand value
- Come away with a template to help you apply a tactically holistic approach to your brand strategy

2:30 – 3:00 p.m.

Refreshment Break

3:00 – 3:45 p.m.

### "Building Big Brands Without Big Budgets"

Stephanie L. Haack, Brand Strategy Manager, 3M



To stretch your brand budget and deliver better results, come and hear how some of the biggest brands have done it on the cheap. You'll learn some proven low-cost methods for building brands. Measurement matters, too, so we'll discuss how to determine what is truly most cost effective.

- Learn how to stretch your brand building investment
- Hear case histories of significant brands built with modest budgets

3:45 - 4:30 p.m.

### "The Differentiation Crisis: How 'Marketing Science' Kills Brands and What You Can Do To Stop It"

Bruce Tait, Managing Partner, Fallon Brand Consulting



Upwards of 80% of new brands are failing within the first two years of launch. Brands across a wide variety of categories are becoming less differentiated to consumers, forcing them to compete through price cuts. Perhaps it's time to re-evaluate the premises behind today's quantitative-research-driven marketing science.

- Delve into recent findings in brain science as well as psychology to suggest a new approach to brand strategy management
- Hear how marketers need to evolve from process masters into idea generators

4:30 p.m.

Closing Comments and Adjournment