



2009 Advertising Financial Management Conference

Register

Register online at: <http://www.ana.net><http://www.ana.net/events/conferencemtg/AFM-APR09>

Conference Description

Overview

With current economic conditions, all companies are under extreme pressure to maximize the efficiency and effectiveness of their marketing and advertising programs. According to a recent ANA survey, most marketers have identified cost savings and reductions in media and production while also delaying or eliminating certain projects. They are also asking their strategic partners, including their agencies, to reduce expenses as well. In these times, more than ever, ANA's Advertising Financial Management Conference is a must attend event. The agenda is developed with input from members of ANA's Advertising Financial Management Committee and topics focus on efficiency, return-on-investment, cost savings, and new ideas to bring greater value to organizations. The "take home" value of this conference will be significant as all speakers/panelists will be asked to identify actionable, recession-busting ideas that attendees can consider immediately.

The conference is registered as a sponsor of continuing education with both the:

- Institute for Supply Management
- National Association of State Boards of Accountancy

Conference Chair

Alma McClain-Williams
Senior Marketing Procurement Manager
 Microsoft Corporation

Dates & Times

Starts: Sunday, April 19, 2009 at 5:00pm
 Ends: Wednesday, April 22, 2009 at 11:30am

Venue/Location

The Arizona Biltmore Resort & Spa
 2400 East Missouri Ave
 Phoenix, AZ 85016

ANA has negotiated a special room rate of \$285; the cut off date to make reservations is March 26, 2009. Please call the hotel directly at (800) 950-0086 and mention the Association of National Advertisers. For hotel information, please visit [Arizona Biltmore](#).

Registration Fees

Early-bird pricing is in effect for this event through 02/27/2009. After 02/27/2009, the price will increase by \$100:

	Member Rate	Non- Member Rate
Registration		
Conference Registration Fee	\$1,095	\$1,295

Spouse/Companion Registration

Accompanying Spouse / Companion Fee	\$495	\$495
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Agenda

Sunday, April 19, 2009

5:30 pm Registration *Sponsored by TEAM*

6:30 pm Opening Reception *Sponsored by Donovan Data Systems*

7:30 pm Opening Dinner *Sponsored by ReedSmith*

Monday, April 20, 2009

7:30 am Breakfast

8:30 am
General Session

WELCOME

Bob Liodice
President and Chief Executive Officer
ANA

IT'S THE ECONOMY, STUPID!

The current economy is probably the worst of our respective lifetimes. Macro factors include plunging financial markets, tight credit, increased unemployment, and unpredictable fuel prices. According to new ANA research, 93% of marketers are being challenged with identifying cost savings and reductions. While that certainly includes media and production, agencies are also being asked to share the pain (perhaps unfairly) via reduced compensation. To kick-off the 2009 ANA Advertising Financial Management Conference, this multi-part session will feature the economic perspectives of three experts: a general economist, a Wall Street analyst who covers advertising agencies, and a consultant who will assess the specific impact on brand marketers.

Jim Gregory
Chief Executive Officer
CoreBrand

Alexia S. Quadrani
Managing Director
JP Morgan

Additional participants to be announced

NEW MEDIA KEYNOTE: LINKEDIN'S REID HOFFMAN

LinkedIn, of course, is the leading business social networking site. It has more than 30 million registered users and is valued at more than \$1 billion. As chairman, CEO, and co-founder of LinkedIn, Reid Hoffman drives the company's vision and strategy. Reid will share his perspective on a range of topics, including the power of social networks, new media winners/losers in the current economy, and what's ahead. Mr. Hoffman is also a leading angel investor in dozens of new web 2.0 companies.

Reid Hoffman
Chairman, Chief Executive Officer, and Co-Founder
LinkedIn

HOW TOP BRANDS BUILD SHAREHOLDER VALUE

Procter & Gamble commissioned a proprietary study with Millward Brown to identify brands that built the greatest amount of shareholder value over a continuous five year period. From an initial search of 25,000 brands, Millward Brown identified the top 25 brands and then picked nine to analyze deeply to find out what did they to differentiate themselves from other brands. A key finding of this work was a small set of common attributes/approaches that these brands used to create, build and retain shareholder value. Millward Brown will discuss both high level financial and deep brand building insights from the work and P&G will share how it has translated the study's learnings into action.

Matt Carcieri
Associate Marketing Director
 Procter & Gamble

Steve Hayutin
Global Marketing Finance Manager, CFO Circle Specialist
 Procter & Gamble

Joanna Seddon
Executive Vice President
 Millward Brown

STREAMLINING WEB DEVELOPMENT AND OPERATIONS

Brown-Forman, one of the largest global wine and spirits companies, has a large portfolio of brands including Jack Daniel's, Southern Comfort, and Finlandia Vodka. The oversight of building and managing over 145 websites, in 23 languages, is a daunting task. Hear how Brown-Forman was able to accomplish their goals by consolidating this endeavor with one partner, Slingshot, under one contact point of accountability. The partnership has resulted in an efficient, effective way of managing the website development and operations process, allowing for varying levels of technical functionality based on individual brand needs.

Paul Dolegowski
Vice President, Director of CRM & Interactive Technologies
 Brown-Forman Corporation

Owen Hannay
Chief Executive Officer
 Slingshot

1:00 pm Luncheon

2:30 pm ADVERTISING IN A RECESSION

According to the International Monetary Fund's World Economic Outlook, the global economy is "entering a major downturn" in the face of "the most dangerous shock" to financial markets since the 1930s. However, remarkable innovation can be developed in marketing and media even in the worst times. Advertising now requires an understanding of how people react to a recession and knowledge regarding how outstanding creative can provide an opportunity to keep winning while others are losing. This session will cover issues including the damage that "short-termism" can inflict on brands in the medium to long term.

Moray MacLennan
Chief Executive Officer
 Worldwide M&C Saatchi

10 FINANCIAL & PROCUREMENT ISSUES IN 50 MINUTES

This high-energy session will cover lots of ground with likely issues including:

1. The economy
2. AVBs: Agency Volume Bonification is an industry practice in certain overseas markets where agencies sometimes get cash back from media vendors in exchange for large placements. But should the clients ultimately get this money back?
3. Media Auditing
4. Corporate Trading / Barter
5. Payment Terms: As times get tougher, some clients are stretching payment terms out inordinately. Meanwhile, some agencies are profiting from float. What's right and what's not?

6. Agency Evaluations
7. Incentive Compensation: Does it really work?
8. New technologies and marketing management systems that enable better work processes
9. Agency Financial Stewardship
10. Talent costs

Moderator

Bill Duggan
Executive Vice President
 ANA

Panelists

Tom Finneran
Executive Vice President, Agency Management Services
 AAAA

Allan Linderman
President
 The Linderman Media Group

Wil Mauk
Global Strategic Procurement Manager
 The Coca-Cola Company

4:10 pm Adjournment - Dinner on own

Tuesday, April 21, 2009

7:30 am Breakfast

8:30 am

General Session**THE METHOD SUCCESS STORY**

Method is one of the fastest-growing private companies in America, and has single-handedly turned the consumer-packaged-goods industry on its head. They make cleaning products that are effective and safe without toxic ingredients. By fusing fashion and design, Method invented a modern and stylish line of cleaning products that are so attractive looking, consumers need not hide them under their sinks. Private equity firm San Francisco Equity Partners is a key investor in Method as well as various expansion-stage companies within the consumer, information technology, and service industries. Method's chief brand architect and SFPE's founding managing partner will share the story behind this success.

Eric Ryan
Chief Brand Architect, Co-founder
 Method

Scott Potter
Founding Managing Partner
 San Francisco Equity Partners

SURVIVING RECESSION AND AVOIDING SUCCESSION

Recessions are a time when companies engaged in marketing should wisely invest in risk management measures that will insure a less bumpy road in route to a better economy. In a recession, risk is magnified as regulators and legislators receive more complaints from their constituencies and the general impression of marketing declines. What can you do now to protect brand equity and minimize the headaches and heartaches of the recession? What lurks in the regulation, legislation and litigation that might derail even the best of plans? Are your budgets ready for the unexpected? ANA's legal counsel will provide some pointers and precautions that will help keep you out of the red and well ahead in 2009.

Douglas J. Wood
Partner, Advertising Technology & Media Law
 ReedSmith LLP

INTERSECTION OF ACCOUNTABILITY & CREATIVITY

Anheuser-Busch InBev was created following the acquisition of Anheuser-Busch by InBev. Belgian-Brazilian InBev has a reputation for fierce cost-management, tight budget controls (including zero-based budgeting), and a disciplined approach for identifying underperforming marketing activity and cutting spending as a result. Meanwhile, Anheuser-Busch is well known for the brilliant creativity of its marketing and advertising. Anheuser-Busch has become virtually synonymous with high-profile, big-budget events like the Super Bowl and has introduced characters including Clydesdales and frogs and phrases such as “Waasssup” into popular culture. So is the combination of InBev and Anheuser-Busch a cultural clash or a marriage made in heaven? Vice President of Marketing Keith Levy will discuss why the new company is indeed working well and share the accountability metrics—many imported from InBev—used to maximize the effectiveness of marketing and advertising investments.

Keith Levy
Vice President, Marketing
 Anheuser-Busch InBev

COMPETING WITH "THE BIG GUYS" - HOW TO MAXIMIZE VALUE AND IMPACT DESPITE LIMITED MARKETING SPEND

This keynote from The Dial Corporation’s president and CEO will focus on synergy, “choicefulness”, and how Dial provides surround sound for its brands in a world dominated by big spenders. The presentation will demonstrate how carefully integrated 360-degree marketing programs can work hard, making a \$1 of spend seem like \$10. Examples will include success stories with branded entertainment, shopper marketing, sports marketing, package design, and on/off-line marketing.

Brad Casper
President and Chief Executive Officer
 The Dial Corporation

2:30pm

BREAKOUT SESSIONS

There will be two sequential 50-minute breakout sessions, with two unique sessions offered per period (four unique sessions total).

A. MARKETING VERSUS FINANCE: RECONCIABLE DIFFERENCES

Marketing and finance have a famously fractious relationship, with each accusing the other of failing to understand how to create value. Marketers see value creation as an externally oriented activity focused on the demand side via satisfying customers’ needs and desires. By contrast, financial managers see value as something that’s derived primarily from the supply side—an internally oriented activity focused on minimizing the production and delivery costs needed to support a given level of revenue, with ROI required to be demonstrated for all costs. Of course, superior business performance requires striking a healthy balance between customer value and cost structure. Marketing and finance both have important insights to offer, so the goal is to productively channel the tension between them—which will be the focus of this session—rather than to eliminate it.

Richard Ettenson
Associate Professor of Global Marketing
 Thunderbird School of Global Management

B. SEISMIC SHIFTS IN THE PHARMACEUTICAL INDUSTRY

While the downward spiraling economy has caused most marketers to reassess their efforts, pharmaceutical marketing has been at the vortex of controversy for several years. Looming health care reform, headline grabbing product withdrawals, and heavily scrutinized marketing practices have put health care marketing into perpetual beta. In this facilitated open discussion, learn how your fellow marketers are addressing the following seismic shifts:

- Rethinking DTC television and print in light of increased scrutiny from regulators, Congress, and consumer watchdog organizations.
- Reorientation of physician marketing from field force to “nonpersonal” promotion.
- Adoption of newer marketing channels such as social media.
- Adaptation to growing consumer demands for increased communication and transparency.
- Restructuring of the marketing department, the shifting of responsibilities between the product teams and centers of excellence.
- Agency compensation.

With trust in all businesses at a historic low and a growing demand for good corporate citizenship, the discussion is relevant for all who find themselves “marketing under the microscope.”

Facilitator

Dorothy Wetzel
Co-Founding Partner
 Extrovert

Additional two breakout sessions to be announced.

7:00 pm Reception/Dinner

Wednesday, April 22, 2009

7:30 am Breakfast

8:30 am General Session

P&G's NEW AGENCY COMPENSATION MODEL

P&G caused a stir in the industry ten years ago when they transitioned from a traditional commission based agency compensation model to a new system based on sales. While this sales system had many benefits, the need for holistic communications, with various ‘below the line’ agencies, has led P&G to update its agency compensation model again—called Brand Agency Leader (BAL). P&G appoints an agency and an individual at the agency as the Brand Agency Leader (BAL). The BAL is the “single point of contact” and coordinates all activities with the team of agencies (e.g., hire, fire, contract, brief, pay, etc.). Key BAL benefits include more holistic integrated brand building as ideas can come from anywhere, greater collaboration across agencies, less “time and touches” at both the client and agencies, and cost savings. P&G writes a single check to the BAL agency. Compensation is a mix of sales commission and value based compensation. P&G has twelve pilots underway today with all major ad agency partners involved.

Richard DelCore
Finance Director, Global Marketing
 The Procter & Gamble Company

TRENDS IN DIGITAL AGENCY COMPENSATION

As spending in digital/online media continues to accelerate, it has become necessary for ANA to identify current agency compensation best practices related to that spending. Our Trends in Agency Compensation survey has been conducted triennially for over forty years and covers "traditional" agency compensation. Beginning in 2005, ANA has conducted a companion survey on Interactive Agency Compensation that has since been updated every two years - first in 2007 and now again in 2009. This work covers online advertising expenditures, agency engagement/utilization, favored compensation methods, current compensation rates, use of incentives, and more. A panel of marketers and agencies will discuss and debate the biggest issues in digital agency compensation.

Panelists

Mary Conrad
General Manager, Chicago
 Jones Lundin Beals

Carole Walker
Director, Integrated Marketing Communications
 Mars Snack US

More panelists to be announced

MORE CONTENT TO BE ANNOUNCED

11:30am Conference Adjournment

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