



Measuring and Improving MARKETING Effectiveness

A MARKETING ROI AND METRICS WORKSHOP for ASIA

B2B Marketers this is just for you

“ROMI is a makes-sense approach to marketing investments that unfortunately is under-used today. Marketing ROI best practices can – and should – be a basic ingredient in all major initiatives.

“Money can be saved, but more importantly, marketing spending and investments will be applied where they make the most impact. Good for companies, good for management, good for customers.”
– EVP, software company

“ROMI is easy to understand and applicable to every business.”

– General Manager, global chemical manufacturer

Do you...

- Find it hard to prove the value of your efforts to the CEO or CFO?
- Feel like you always lose the budget battle?
- Need to validate your marketing programs as a source of revenue generation?
- Want marketing metrics to support your customer-centric strategies?

Then...

Attend this Return on Marketing Investment (ROMI) workshop to:

- Learn proven marketing ROI tools, techniques, and best practices
- Elevate the status of marketing inside your organization
- Prepare yourself for the next level in your marketing management career

Learn how to...

- Build a revenue-oriented marketing strategy
- Collect better marketing data
- Determine the results from campaigns **and**
- Implement the latest in marketing metrics and modeling

If you are a...

Marketing professional, including CMOs, marketing executive and manager, market research analyst, marketing information consultant, and more

You will...

- **Expand your skills**
- **Impact your company's success and be recognized for it**
- **Advance your career**

**DON'T WORRY,
this isn't Marketing
101 rehashed. This is a
highly interactive, hands-
on workshop complete with
exercises, simulations, and
case studies that will help
you improve your Return
on Marketing Investment
TODAY.**

"We sent our whole department. Now, no one discusses a marketing program without detailing its ROMI. We have become a ROMI-based culture."

Director, global computer manufacturer

ABOUT THE INSTRUCTOR

With more than 20 years of hands-on marketing experience Guy R. Powell is recognized internationally as an expert on the subject of marketing and ROMI. He has honed



his presentation skills in conferences, workshops and training sessions for thousands of participants across the globe.

He presents in a lively, interactive style, sharing examples and experience from almost every industry in the US and in Asia.

In 2003 he authored *Return on Marketing Investment: Demand More From Your Marketing and Sales Investments*.

READY TO REGISTER?

Sign up online (www.ROMIWorkshop.com/Signup_AsianEdition.html) or contact Sebastian Hewing at +65 6338 4780.

Three years ago, the team recognized a need to document marketing ROI methodologies, and the book *Return on Marketing Investment* was born. A second book that further refines and illustrates this dynamic topic is now in progress. Go to <http://www.demandromi.com/EvenMoreROMI.html>.

Measuring and Improving MARKETING Effectiveness

A MARKETING ROI AND METRICS WORKSHOP for ASIA

WHY IS ROMI IMPORTANT?

Because marketing metrics and ROI are critical **TO A SUCCESSFUL MARKETING STRATEGY** and to your career. For marketers to increase their value to the organization, they must prove their worth by quantifying the results of their programs. They must generate revenue at low cost and low risk – because only revenue and profits matter. They must put themselves in the critical path to **CORPORATE SUCCESS**.

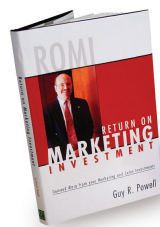
Recent surveys show that marketers who can tie revenue and profit to their initiatives earn 20 to 30% more. Are you one of them?

This Measuring and Improving Marketing effectiveness workshop will give you the tools to demonstrate your worth to the organization.

- Applicable to all marketing professionals, regardless of level or background
- This workshop is specifically designed for Business-to-Business Marketers (B2B)
- Includes educational sessions built around real-world examples that show how ROMI can work for you
- Immediately apply the principles of ROMI to your marketing efforts

WHAT WILL YOU LEARN?

Valuable and enlightening insights valid for marketers in all Business-to Business (B2B) industries and environments:



- Develop tactics to put the sales team on your side in capturing the data you need
- Utilize ROMI concepts to determine revenue-based ROI from branding and awareness-building campaigns
- Apply ROMI to any type of sales model, channel or product, to ensure you are getting maximum return
- Develop a **SALES AND MARKETING SCORECARD** to ensure marketing's efforts don't get lost in – or upon – the sales department
- Improve your CEO and CFO communications skills by talking in terms that they understand, using revenue-based metrics

AN INTERACTIVE WORKSHOP

You won't be "talked at" all day. This practical, interactive workshop is designed to involve you, answer your questions and make ROMI relevant for your organization. You will benefit from:

- A questionnaire completed ahead of time, ensuring the workshop targets your business and interests
- A personalized follow-up consultation at any time within 30 days after the workshop
- The opportunity to network with colleagues facing the same challenges as you

Register online at www.romiworkshop.com/Asia

Interactive Workshop Program for B2B Marketers*

BREAKFAST BUFFET

DISCUSSION:

The Corporate Budget Battle

SESSION 1:

Why ROMI is the Marketing Imperative for the 2000s

- ROMI, your organization and your career
- A framework to understanding ROMI
- The ROMI Culture
- The ROMI continuum and your organization

ACTIVITY TRACKERS AND CAMPAIGN MEASURERS

SESSION 2:

Linking Results to Marketing Activities

- ROMI and the ROMI Hurdle Rate
- Linking marketing activities to revenue, Contribution margin & Net Present Value
- Rules for using ROMI

BREAK

SESSION 3:

Win the Budget Battle with a ROMI-based Marketing Plan

- ROMI and risk
- Sunk Costs
- Marketing Overhead

SESSION 4:

Discrete Customer Modeling

- Case study: Print Advertising
- Campaign lifecycle modeling
- SFA/CRM data analysis program
- Pipeline secrets and the sales and marketing black hole

SESSION 5:

Web Metrics

- Case study: Home Improvement
- Case study: CPG - Online Advertising, off-line sales

INTERACTIVE EXERCISE:

The Marketing Mix

MIX MODELERS

SESSION 6:

Marketing Mix Modeling (MMM)

- Introduction to MMM
- How MMM works to increase revenue
- Exercise

BREAK

- How to use MMM for your company
- Building MMMs to optimize campaigns

CUSTOMER ANALYZERS

SESSION 7:

System Dynamics

- Introduction to System Dynamics
- Unlocking sales cycle bottlenecks

SESSION 8:

Getting Started with ROMI

A five-step process to incorporating ROMI in your organization

SESSION 9:

Workshop Review

CLOSING

* Actual program may be varied based on your feedback prior to the workshop.

Why ROMI now?
"Around the world, marketers are struggling to connect with a customer base that is... increasingly difficult to reach. Our research shows... 68% are hindered by an inability to measure marketing campaign ROI."
Accenture

ROMI offers the potential to transform the way your company thinks about marketing – and the way your marketing team operates. Make the most of that potential with a custom ROMI workshop tailored to your organization's specific market environment. Custom ROMI workshops are typically one or two-day intensive sessions, and may be held at your location, or offsite. Working with you, we develop a program drawing on the topics above, tailoring the content to meet your management objectives, your team's background and their level of experience.

BUILDING A ROMI CULTURE

In a custom workshop, your team experiences ROMI – not just as a concept, but as a reality they can put into practice the very next day. This is the first step in creating a ROMI Culture™ where the entire marketing organization operates based on a clear model of your market. The result is enhanced decision making, greater accountability, and improved resource allocation based on valid marketing metrics.

CUSTOM PROGRAMS INCLUDE:

- Optional executive briefing prior to workshop, to give your senior team an understanding of the material, so they can set priorities and expectations
- In-class exercises using your own data in hard copy or electronic form
- Follow-up coaching – up to three hours by phone or on-site – to answer questions and respond to issues raised during the workshop.

For more information on custom on-site or off-site ROMI workshops, please visit:

www.romiworkshop.com/CustomWorkshops_AsianEdition.html, or call Sebastian Hewing at +65 6338 4780.

ATTEND A MARKETING ROI AND METRICS WORKSHOP AND...

Prove THAT YOUR Marketing PROGRAMS Generate Revenue

Boost your company's success – and your – career by learning how to measure, prove and *improve* marketing effectiveness!

This intensive and highly interactive full-day session will teach you how to:

- **BUILD** a revenue-oriented marketing plan and budget
- **DETERMINE** the results from campaigns
- **IMPROVE** marketing data collection
- **PROVE** the value of your marketing efforts to the CEO, CFO and sales team
- **APPLY** the latest tools, techniques and technologies

...And much more to increase your **Return on Marketing Investment (ROMI)**

demandROMI™
Prove and Improve your Marketing Performance



YES, I WANT TO IMPROVE MY MARKETING RESULTS – AND MY CAREER!

Register online at www.romiworkshop.com/Asia

Alternatively, complete and return this entire form:

by fax: +65 6337 9470

by mail: To address below right

by phone: Call +65 6338 4780 Mon-Fri 9am–6pm (GMT +8)

by email: Email all information below to sebastian@synapco.com

name _____ title _____

company _____

approving manager _____

address _____

city _____ post code _____

phone _____ fax _____

email _____

desired workshop city _____

registration type (see pricing at above right)

Early-bird Registration Early-bird Volume

Standard Registration Volume Discount

PLEASE CHARGE MY CREDIT CARD

Visa MasterCard American Express

card number _____

exp. date _____ *verification # _____

signature _____

CORPORATE CHECK ENCLOSED – payable to "Synapse"

*verification #: Visa and MasterCard users, enter last 3 digits printed after account number on back of credit card. American Express users, enter 4-digit number printed on front of card above account number.

DATES AND LOCATIONS

ROMI Workshops are held year-round in major markets. For the current schedule, visit www.romiworkshop.com/Asia. Complete details, including address and directions will be emailed after registration.

Workshop hours are 8:30am to 5pm. Dress code is business casual.

CONFERENCE FEES per person

For **early-bird deadlines** and other terms see www.romiworkshop.com/Asia

Early-bird Registration: US\$795

Early-bird Volume: US\$695

Standard Registration: US\$995

Volume Discount: US\$895

Conference fees include:

- Course instruction
- Continental breakfast, lunch, and refreshments
- Workshop materials

METHODS OF PAYMENT

You may pay with Visa, MasterCard, American Express, or by corporate check payable to "Synapse". Registration by check closes two weeks prior to event date.

REGISTER BY MAIL

Complete and return this entire form to Synapse Business Analytics, 9 Purvis Street, Unit 04-01, Singapore 188588

CANCELLATIONS & SUBSTITUTIONS

Written notice of cancellation must be received at least 14 days prior to the event date for full credit toward a future event. Paid registrants who are unable to attend may send a replacement with no penalty. Please notify us of the substitution via fax, phone or email. Refunds will not be made for any reason.

Synapse and DemandROMI may cancel the event at any time for any reason. All conference fees will be refunded if Synapse and DemandROMI cancels the event. Upon cancellation, Synapse and DemandROMI shall not be responsible for any airfare, hotel or other costs incurred by the participant. Program content subject to change without notice.