



## **GLOBAL LEADERS' FORUM 2010**

### ***GLOBAL BUSINESS INSIGHTS 2011***

*Focusing on core elements of success:*

- Marketing & Sales
- Innovation
- Globalization
- Strategy & Profitability
- Leadership

#### **11:00 am -11:03 am Welcome and Opening Remarks**

Craig Buffkin  
*Managing Director*  
**The Buffkin Group**

#### **11:03 am - 12:00 pm *Globalization***

##### **Global Trends in Direct Digital Marketing and the Impact on Industry Consolidation**

This session is going to look at how macro trends in direct and digital marketing are influencing marketers and the resultant impact on consolidation among service providers. Bruce Biegel, Managing Director at Winterberry Group and senior advisor to Investment bank Petsky Prunier will review how the shift in marketer expenditures and channel adoption, since the two do not always go hand in hand, is driving marketers to consolidate their supply chain, suppliers to expand capabilities, expand into new geographies and adjust to changes in the manner that their services are consumed.

*Key learning:*

- How has global spend shifted and how is it aligned with marketer interests?
- What are marketers looking for in their supplier universe?
- What are the capabilities and segments that strategic buyers & financial investors looking for?

***Moderator:***

Bruce Biegel  
*Managing Director*  
**Winterberry Group**  
*Senior Advisor*  
**Petsky Prunier**

***Executives in Attendance:***

Lance Maerov  
*Senior Vice President-Corporate Development*  
**WPP Group plc**

Bruce L. Rogers  
*Co-Founder & Managing Director*  
**KRG Capital**

**12:15 pm – 1:15 pm** **Keynote Luncheon**  
***Strategy & Profitability Spotlight***  
**Off the Meter----Addressing the Needs of a Shifting Marketplace**

When you hear the name *Pitney Bowes*, as a marketer, your mind might immediately shift to the mailbox- postage meters for big and small enterprises, direct mail solutions and the like. But for quite awhile now, the company's offerings have gone beyond meters, letter sorters, mail feeders, etc.

Juanita James joins us during this luncheon keynote to discuss the shifting marketing landscape and how executives can master these shifts from a more traditional to digital means of marketing.

Juanita James  
*Chief Marketing and Communications Officer*  
**Pitney Bowes**

**1:30 pm – 2:25 pm** ***Leadership***  
**Perspectives from the Boardroom**

Current discussions, what will Global Leadership and Strategy in an Integrated Marketing environment resemble moving forward? Join marketing's elite for an insightful discussion on the latest trends and analysis on global leadership and strategies unfolding in a dynamic/integrated marketing environment. Hear perspectives from senior marketing executives and service provider on issues such as:

- Addressing the global challenges on consistently delivering goods and services
- Developing the strategies to remain on the fore front of thought leadership
- Identifying the key challenges of leadership: to develop/recruit the right talent

*Executives in attendance:*

**Moderator:**

Craig Buffkin  
*Managing Director*  
**The Buffkin Group**

*Executives in Attendance:*

John Meyer  
*President & CEO*  
**ACXIOM Corporation**

Jim Schroer  
*Former, CEO of Carlson Marketing*  
*Former, Global Head of Marketing for Ford and*  
**Diamler/Chrysler**

Paula Puelo  
*CMO*  
**Michaels Stores Inc.**

Don Scales  
*CEO*  
**iCrossing**

**2:30 pm – 3:30 pm** **Innovation Spotlight**  
**The C-Suite & Social Media---It's Not an Oxymoron**

Is social media here to stay? Can you measure its effectiveness?  
And, most importantly, can you generate a positive ROI with  
social media?

The answer to all three of these questions is a resounding yes.  
Social media is here to stay, it can be measured and, best of all,  
you can make money with it.

Join Jamie Turner, author and founder of the 60 Second Marketer  
as he reviews topics such as "Is Social Media Right for You?,"  
"How to Measure Social Media," and "How to Make Money with  
Social Media."

Jamie runs the 60 Second Marketer, the online magazine of BKV  
Digital and Direct Response and has spent more than 25 years  
helping companies such as AT&T, Cartoon Network, CNN and  
The Coca-Cola Company use innovative marketing techniques to  
grow their sales and revenue.

This presentation will provide you the knowledge you need to turn  
your social media campaigns into a real revenue generator for your  
business.

***Executive in Attendance:***

Jamie Turner

*Chief Content Officer*

**60 Second Marketer, BKV's Online Magazine for Marketers**

**3:30pm - 4:00pm      Mix and Mingle Reception**