2012 ANA Integrated Partnerships Members Only Conference

@ Phoenix Suns

Thursday, September 27, 2012 | Phoenix, AZ



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Agenda

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Agenda

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

CENTURYLINK AND THE PHOENIX SUNS PARTNER TO CREATE BRAND VALUE IN THE LOCAL COMMUNITY

CenturyLink, the third largest telecommunications company in the United States, has successfully embraced sponsorship as an effective means of developing strong ties with local communities and improving their brand presence. Over the past few years, Centurylink has expanded its portfolio of sponsorships of to include naming rights of local arenas, community enrichment programs and partnerships with professional sports teams such as their sponsorship of the Phoenix Suns. In this session, Rich Karlis, Director, Corporate Sponsorships - Century-Link and Matt Wright, VP of Sales, Marketing Partnerships - Phoenix Suns / Phoenix Mercury will discuss the evolution of their partnership as well as how they are working together to elevate the program's activation and measurement.

Rich Karlis

Director, Corporate Sponsorships **CenturyLink**

Matt Wright

Vice President of Strategy and Operations, Marketing Partnerships Phoenix Suns / Phoenix Mercury

INTEL FOSTERS CREATIVITY IN THE DIGITAL AGE WITH THE CREATORS PROJECT

The Creators Project is a joint-venture by Intel and Vice to celebrate creativity and innovation through music, film, and art globally. The two organizations came together in 2010 to provide an outlet dedicated to sharing the work of visionary artists and to nurture the creation of original content in the digital world. Discover how Intel's investment in The Creators Project has effectively empowered and connected communities of innovators while strengthening the Intel brand.

Dave Haroldsen Global Creative Director, The Creators Project, Global Partner Marketing Intel Corporation

MAKING MAGIC, USING LOGIC: SUBSTANTIATING THE VALUE OF BRANDED ENTERTAINMENT IN THE MARKETING MIX

At a time when brand stories must come alive through ongoing multiplatform entertainment, it is now more important than ever to be able to measure the Branded Entertainment value chain. OgilvyEntertainment has developed their Branded Entertainment Assessment Model™ to provide greater measurability for the industry. creating entertainment authentic to brand ideals and rooted in the logic that drives all elements of the marketing mix, marketers can employ the magic of entertainment effectively and profitably using BEAM™. In this session, Abigail Marks, Director, Strategy & Operations – OgilvyEntertainment, will provide an overview of the model and share how they applied the model to measure the value to marketers' initiatives such as Hellman's web series featuring Chef Bobby Flay, and gain learnings for future Branded Entertainment campaigns.

Abigail Marks
Director, Strategy & Operations
OgilvyEntertainment



Agenda Cont.

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LIFELOCK, INC. KEEPING BRANDS FRESH AND RELEVANT

LifeLock, Inc. is an industry leader in identity theft protection and has been showcased by Inc. magazine as one of the nation's fastest growing privately held companies. Lifelock's brand is the strongest in the category. but has evolved over the years to overcome the challenges that come with being a fast-growing start-up company. In this session, Erick Dickens, Vice President of Marketing - Lifelock, Inc. will share how his company is strategically managing LifeLock's brand to maintain relevancy during the transition from start-up to the accelerated growth phase of business.

Erick DickensVice President of Product Marketing

Lunch (12:30 p.m.)

LifeLock. Inc.

General Session Cont. (1:30 p.m.)

IKEA EMBRACES REALITY TV TO IMPROVE BRAND PERCEPTION

In order to elevate their brand and to demonstrate quality, style and affordability, IKEA and MEC Entertainment developed a strategy that focused on Reality TV; creating a six episode TV series where the country's most celebrated chefs surprised a frustrated household cook with a complete kitchen makeover. Based on the insight that professional contextual endorsement was the next best alternative to allowing consumers to actually sample IKEA kitchens, IKEA and MEC developed "Fix this Kitchen" as the centerpiece of a multiplatform communications initiative to change brand perception. In this session, IKEA and MEC entertainment will share how they utilized owned and earned media throughout the running of "Fix this Kitchen" to drive a significant lift in IKEA's brand attributes and ultimately increase sales.

Alia Kemet US Media Manager IKEA

Chet Fenster
Managing Partner
MEC Entertainment

MAKING SMARTER BUSINESS DECISONS THROUGH RESEARCH AND MEASUREMENT

Western Union successfully uses research and measurement, through their partnership with Navigate Research, to make smarter business decisions when investing in sponsorships. Laston Charriez will share a case study from a recent sponsorship opportunity-details of the package, key findings through measurement and outcomes. Dr. Mark Friederich will discuss Navigate's work on their project with Western Union, will touch on best practices and ways to use research and measurement to make smarter business decisions. Most recently, Western Union announced a new global partnership with the UEFA Europa League, a three-year agreement to be the presenting sponsor. Laston and Mark will also discuss how Western Union plans to measure their newest partnership.

Laston Charriez

Senior Vice President of Marketing, North America **Western Union**

Dr. Mark FriederichExecutive Vice President, Market Research **Navigate Research**

Adjournment (3:00 p.m.)



Attendees

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Sandra Acosta

Associate Manager, Integrated Marketing

PetSmart, Inc.

Gloria Aksentowitz

Marketing Comms Specialist-Ops

Intel Corporation

Monne Andersen

Market Research Manager

LifeLock, Inc.

Brian Barney Bank of America

Michele Bene

B2B Marketing Manager LifeLock, Inc.

Barbara Bouman

Director of Sales

House of Blues

Entertainment, Inc.

Natalie Bowman

Director of Social, Mobile

& Sponsorships

Microsoft Corporation

Ann Brown

Manager, Advertising and Brand Management

Salt River Project

Kerry Camisa

Director, Digital Marketing

International Speedway

Corporation

Susan Charney-Moore

Account Manager

Henkel Corporation

Laston Charriez

Senior Vice President of Marketing, North America

The Western Union Company

Don Clippinger

Senior Manager, Business

Development-Partnership Management

Motorola Mobility, Inc.

Mai Crone

Senior Promotions Planner

Henkel Corporation

Doug Diamant

Manager, Strategy and Products Analytics

LifeLock. Inc.

Erick Dickens

Vice President of Product Marketing

LifeLock, Inc.

Kelly Drow

Senior Analyst

Salt River Project

Sumitra Duncan

Knowledge and Research Specialist

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Chet Fenster

Managing Partner

MEC Entertainment

Holly Fogle

Product Marketing Temp.

Denny's Corp.

Martha Ford

Digital Marketing Manager

Intel Corporation

Mark Friederich

Executive Vice President,

Market Research

Navigate Marketing

Dina Gowar

Global OA Lead CSMB

Dell Inc.

Dave Haroldsen

Global Creative Director.

The Creators Project **Intel Corporation**

Scott Horowitz

Vice President,

Marketing Partnership Activation

Phoenix Suns

Russell Hortin

Strategic Analyst

Intel Corporation

Camilla Innes

Senior Manager Consumer

and Market Insights

The Dial Corporation

Sarah Jacobson

Company Manager **Intel Corporation**

Kyra Joiner

Partnership Activation Specialist

Phoenix Suns

Rich Karlis

Director, Corporate Sponsorships

CenturyLink

Alia Kemet

U.S. Media Manager

IKEA North America

Roger Larsen

Brand Manager

PNM Resources, Inc.

Karen Lechner

BTO Marketing

IBM Corporation

Steve LeVeau

5

Director of Marketing Central Garden & Pet Company **Evangelina Levin**

Consumer Marketing Manager

Intel Corporation

Shira Lompa

Blue Shield of California

Robyn Loughlin

Cricket Communications, Inc.

Greg Markant

Manager, Committees & Conferences

Abby Marks

Director, Strategy & Operations

OgilvyEntertainment

Claire Matney

Traffic Coordinator

LifeLock, Inc.

Amanda Mellen

Senior Product Marketing Manager LifeLock, Inc.

Julie Melton

Manager, Media & Integrated Marketing

Henkel Corporation

Mara Michaels

Director of Marketing,

Innovation Personal Care Henkel Corporation

Alisa Mitchell

Manager, Promotions

Old Navy

Minea Moore

Strategic Sourcing Manager

Intel Corporation

Tracy Owens

Vice President, Member Relations Western Region

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Attendees Cont.

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Brenda Parker

Senior Marketing Manager

Charles Schwab & Company, Inc.

Phillip Perlman

Director, Regional Marketing

DeVry Inc.

Isaac Pinon

Digital ODG Merchandising Manager

Dell Inc.

Tara Plomski

US Bank

Regan Rhodes

Sourcing Manager

Intel Corporation

Tony Robson

Digital Marketing Group Manager

Verizon FiOS

Jeffrey Rosenfeld

Associate Brand Manager

Henkel Corporation

Bruno Sarda

Sustainability Operations Strategy

Dell Inc.

Shannon Scanlin

Committee Coordinator

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Doug Scott

President, OgilvyEntertainment

Ogilvy & Mather

Kate Short

Marketing Strategic Sourcing Manager

Intel Corporation

Nancy Stuart

Manager

Intel Corporation

Leigh Walczak

Associate Manager, Conferences

ANA

Toni Wallace

Director, Strategic Marketing

& Partnerships

Sony Music Entertainment

Robert Webb

Global Sourcing Manager

Intel Corporation

Matt Wright

Vice President of Strategy and Operations, Marketing Partnerships

Phoenix Suns



Speaker Bios

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Laston Charriez
Senior Vice President of
Marketing, North America
Western Union

Laston Charriez is senior vice president of marketing, North America at Western Union. In this role Laston leads all marketing activities for Western Union U.S., Canada, Puerto Rico and Mexico. He joined Western Union in November, 2011. Previous to this role, Laston was VP of insights and innovation at Sara Lee North America. In that role Laston oversaw consumer insights, analytics and platform innovation. His team drove external focus, supported the business units with the voice of the consumer and deep analytics, and also helped to develop the future innovation platforms across all Sara Lee brands. He joined Sara Lee in October 2009 as vice president, consumer and shopper activation. Laston demonstrated strong advocacy of the consumer and shopper's perspective and delivered innovative marketing initiatives to the organization. He was responsible for developing and executing go-to-market, multicultural marketing, creative design, consumer feedback, shopper marketing and media/agency relations in the United States. Before Western Union and Sara Lee, Laston worked at Procter & Gamble for over 20 years. He started his professional career in the Puerto Rico P&G marketing department, and then was promoted to brand manager in P&G Central America which was based in Guatemala. He was the first P&G marketing person in Central America leading all of its household products and health and beauty care divisions. Laston started the Pilot program that led to the creation of the multicultural division and he led the paper brands (Pampers, Always, Charmin and Bounty) for this division for 3 years. In 1999 Mr. Charriez moved to Venezuela and he helped Procter & Gamble's launch Charmin in Mexico. Laston has a bachelor's degree in marketing from Purdue University, cum laude, and a master's in business administration from Purdue University.



Erick Dickens
Vice President of
Product Marketing
LifeLock, Inc.

Erick is a consumer marketing professional with over 15 years' experience leading teams and driving growth for category-leading brands at global Fortune 500 and fast-growing startup companies. After serving over eight years as a pilot and captain in the U.S. Army, Erick managed household brands such as Post Grape-Nuts, Renuzit, Soft Scrub, and Right Guard at Kraft Foods and Henkel. As a brand and product marketer, Erick successfully leveraged both branded entertainment and sponsorship to drive a variety of new product launches across several categories. In 2010, Erick was selected to lead LifeLock's rebranding and product development effort that is credited with driving the company's industry-leading growth. Erick graduated summa cum laude with a business management degree from Western Carolina University and holds an MBA from the University of Arizona. He received the 2011 and 2012 "Best Marketing Campaign of the Year" Stevie awards from the American Business Association for his work on LifeLock's "LockMan" advertising campaign. Erick is currently the vice president of product marketing for Tempe-based LifeLock, ranked the eighth fastest-growing private company by Inc. 500 in 2010. He resides in Peoria, Arizona, with his wife and two children and enjoys running, travelling and spending time with family and friends.



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Chet Fenster
Managing Partner
MEC Entertainment

Chet Fenster joined the agency in 2006 to launch MEC Entertainment, which specializes in entertainment strategy and original content creation. Working across languages, genres, and platforms, Chet has lead MEC Entertainment, since its inception, to the forefront of branded content. He and his team have produced television programs, ranging from reality shows to animated movies, for MTV, CBS, NBC, Telemundo, Univision, and A&E, in addition to web series and mobile content with Google, MSN, and AOL among others. Chet believes in getting advertisers to think like programmers, helping clients such as AT&T, Citi, Macy's and IKEA to use content, pop culture, and social media to better connect and communicate with consumers. In the last year MEC Entertainment had three television programs on air and commanded multiple digital content projects -- rewriting the rules for how brands work with producers, networks, and media. Before joining MEC, Chet was head of program development at Fuse, a 24-hour music television network owned by Cablevision. Prior to Fuse, he formed Kinetic Pictures, a Los Angeles-based production company, which developed high concept film and television projects for CBS, Disney, Universal, Time Warner, and Fox. Chet currently serves on the Entertainment Marketing Committee of the American Association of Advertising Agencies.



Mark Friederich Executive Vice President, Market Research Navigate Research

Mark Friederich is currently the firm's executive vice president, helping lead the market research division. He is responsible for all quantitative and qualitative market research, working with such clients as ESPN, Major League Soccer, U.S. Cellular, Farmers Insurance, Memphis Grizzlies, Maple Leaf Sports & Entertainment, AAA Mid-Atlantic, Chicago Fire, Best Buy, Ottawa Senators, Tampa Bay Lightning, Samsung, LG, Cellular South and MoneyGram. Prior to joining Navigate Marketing, Friederich spent seven years with the Bonham Group Marketing Research Company as vice president & COO, securing new clients and significantly increasing company revenues while implementing new products. Prior to that, he served as director of market research at Invesco Funds Group leading all research efforts. He has additional experience with US West in their market research department. Friederich has authored and published scientific papers and presentations for international conferences and professional peer-reviewed journals. He received a B.A. in Psychology from Colorado College, and an M.S. and a Ph.D. in Experimental Psychology from Brown University.



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Dave Haroldsen Global Creative Director, The Creators Project Intel Global Partner Marketing Team

Dave Haroldsen joined Intel in 1999. As a member of the company's global partner marketing team, Dave in tasked with increasing brand relevance and establishing positive and authentic emotional connections between Intel and global youth. Dave is one of the founders of The Creators Project, an ongoing global initiative by Intel and VICE Media launched in 2010 to support artists in realizing their creative visions through technology. The Creators Project includes an online community and video channel, The CreatorsProject.com packed with exclusive content, a content creation studio, and a global event series that will travel to San Francisco, Paris, Sao Paulo, Seoul, Beijing, and New York by the end of 2012. Since the launch, The CreatorsProject.com has generated more than 132MM video views and more than 29MM unique visitors globally. Events held around the world have attracted more than half a million attendees and have triggered thousands of positive press stories by international news outlets. Due in large part to Dave's leadership as Intel's global creative director of The Creators Project, Intel has had significant increases in brand relevance, awareness and opinion amongst global youth exposed to The Creators Project. Now in its third year, The Creators Project has earned numerous accolades. Dave, along with Hosi Simon and Eddy Moretti from VICE Media, was named to the Creativity 50 in 2011. Most recently, The Creators Project was honored with a Silver Lion in the branded content & entertainment category for Cannes Lions 2012. Dave resides in Portland, Oregon with his wife and two children.



Rich Karlis
Director of Corporate
Sponsorships
CenturyLink
Media Group

Rich Karlis turned a lifelong passion for the world of sports into a career in sports and event marketing. As CenturyLink's director of sponsorships and events, Rich oversees strategy, development and implementation of corporate sponsorships. In this role with Qwest, which he assumed in October 2002, Rich negotiates, manages and activates all of what are now CenturyLink's corporate sponsorships. Rich's current responsibilities cover 36 states. Rich's role integrates and aligns sponsorships across CenturyLink's organizations, enabling the company to further support communities and expanding the reach of CenturyLink's advanced voice and data services. Key sponsorship naming rights deals include CenturyLink Field, CenturyLink Center Omaha, CenturyLink Arena Boise. In addition to the above naming rights deals CenturyLink has sponsorships with the Utah Jazz, Phoenix Suns, AZ Diamondbacks, Colorado Rockies, Colorado Avalanche, Denver Nuggets, Seattle Seahawks, Seattle Sounders, Portland Timbers and Minnesota Twins. Previously, Rich played nine seasons in the National Football League as a kicker with the Denver Broncos, Minnesota Vikings and Detroit Lions. Rich finished with 799 points and a 72% successful career field goal percentage. Rich is best known for his barefoot kicking style and was the last kicker in the NFL to kick with no shoe. Rich actively serves on the boards of several organizations, including YMCA Metro Denver. Rich has a bachelor of science degree in economics from the University of Cincinnati. Rich and his wife, Laura, have five children.



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Alia Kemet U.S. Media Manager IKEA

Alia Kemet is the U.S. media manager for IKEA home furnishings. She is responsible for leading the strategic development and execution of all external paid media including print, broadcast, digital, social, promotional and emerging media opportunities. Alia's philosophy on marketing transcends simply driving consumer consumption, rather, her marketing philosophy at IKEA is aimed at improving living spaces across the U.S. by promoting IKEA's affordable, functional and stylish design. She has led IKEA in the development of breakthrough advertising campaigns and the adoption of cutting-edge new media practices and has received national recognition for her marketing talents. She is a member of IKEA's global media workgroup team where she manages a project concerning media competence and innovation supporting all IKEA countries. She was recently honored by the Advertising Women of New York and Working Mother Magazine for her ability to run successful marketing campaigns while balancing a busy household as a wife and mother of four. She is also the recipient of two Effie Awards for effective marketing efforts in 2012. Prior to IKEA, Alia held advertising and marketing promotion positions with various national corporations and associations such as Nike, Inc., Whole Foods, and the WNBA, and was the owner of a consumer promotions and event planning company that specialized in cultural and fashion events. She is a member of the Association of National Advertisers. In her spare time, Alia manages a thriving Girl Scout troop and enjoys preparing vegetarian cuisine for her friends and family.



Abigail Marks
Director, Strategy
& Operations
OgilvyEntertainment

Abby Marks is an associate director with OgilvyEntertainment, where she is responsible for the creation, development and delivery of 360 entertainment marketing programs. Since joining OgilvyEntertainment in 2010, Abby has been responsible for managing the brand stewardship of Time Warner Cable and DuPont. With a passion for business strategy, Abby has identified and designed new business processes for clients to gain efficiencies and improve the impact of marketing partnerships. In her short time at Ogilvy, the multi-platform programs she has delivered include consumer events, original content, sports marketing, network sponsorships, international business forums, digital properties and social media. Abby has delivered programs in partnership with the NBA, MLB, ESPN, Fox, Showtime, IFC, the BBC, MSG, the US Soccer Foundation and the MLS. Prior to joining Ogilvy, Abby worked with PricewaterhouseCoopers' Advisory practice, where she was responsible for advising entertainment and media clients on strategic and operational issues. Her work at PwC aided clients including Verizon, Martha Stewart Living Omnimedia. Interpublic Group, and AT&T to explore new revenue opportunities and the redesign of consumer experiences through her knowledge of emerging technologies and changing consumer behaviors. Her early career with Arthur Andersen and PwC saw her spending extensive time in Europe managing business process design and compliance programs with Fortune 500 clients. Abby is an avid sport enthusiast, a passion that was catalyzed by a summer internship at the Sydney 2000 Olympic Games. In December 2010, Abby completed her MBA at Manchester Business School (UK) with a concentration in Sport and Major Events in conjunction with the World Academy of Sport.



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Matthew W. Wright Vice President of Strategy and Operations, Marketing Partnerships Phoenix Suns

Entering his tenth season with the Phoenix Suns, Matt Wright serves as the vice president of strategy and operations in the marketing partnerships department. In addition to generating revenue through the sale of corporate sponsorships, Wright is also responsible for creating, communicating, executing and sustaining strategic initiatives within marketing partnerships. His role also includes the creation and implementation of departmental policies and procedures. Prior to joining the Suns in January of 2003, Wright's experience included positions at radio (Sports 602 KTAR) and television (FOX Sports Arizona) stations where he negotiated and sold local and national sports programming to advertisers. A graduate of Arizona State University, Wright majored in communication and finished his college career with an internship at the Fiesta Bowl, a non-profit organization responsible for executing one of the four Bowl Championship Series (BCS) college football games. Born in Minnesota, Wright moved to Arizona with his family in 1986 and currently resides in Phoenix with his fiancée, Carlissa Henry.



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& 10,000 brands

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It is a community of the masters of marketing, the cream of the industry's crop.



...just the best marketing practitioners

from many of the country's most prestigious organizations.



ANA Member Benefits

The Benefits of an ANA Membership to You, Your Team, and Your Company.

Expand Your Marketing Horizons

> Exclusive Industry Content

If knowledge is power, then the ANA's Marketing Knowledge Center is a supercharged source of proprietary marketing material. The center offers members more than 5,000 battle-tested insights, actionable best practices, and illuminating case studies covering all aspects of the communications process. We also publish 12 research surveys throughout the year, giving you essential insight on emerging trends and issues identified by members. If you have a vital marketing question or challenge, our team of research experts provides complimentary customized reports to give you the know-how you need to be successful. www.ana.net/mkc

> Career Enrichment

In a fast-changing marketing landscape, ongoing professional development is a requirement to meet the challenges of tomorrow. The ANA School of Marketing provides you with the core skills necessary to stay current and advance your career. Courses are taught by practicing marketing professionals with hands-on business experience and success, ensuring a real-world experience. If you're pressed for time, our complimentary webinars will get you up to speed quickly on critical industry topics. www.ana.net/schoolofmarketing

> Peer-to-Peer Networking

We offer extensive peer-to-peer networking opportunities throughout the year. You can join one of several ANA committees, which tackle a variety of hot-button industry issues by tapping into the collective intelligence of both members and outside experts. For executive-level marketers, we offer our exclusive "CMO Connections" series, which facilitates peer-to-peer networking with unparalleled access to fresh thinking and new insights. www.ana.net/events & www.ana.net/community

We're dedicated to helping you get the most out of an ANA membership. Our membership team is comprised of seasoned marketers with years of experience across a broad range of industries. To learn more about the benefits of an ANA membership, please visit www.ana.net/membership.

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ANA Member Benefits

The ANA is committed to helping you improve your marketing skills, increase your team's marketing effectiveness, and boost your company's marketing investment.

Increase Your Team's Marketing Effectiveness

> Onsite Growth Opportunities

The ANA School of Marketing will come straight to your doorstep to help you resolve your most pressing pain points. Led by some of the brightest minds in marketing, each training program is designed to increase your team's marketing effectiveness, reduce marketing waste, and drive ROI. Participants enjoy a hands-on experience customized to fit your specific business needs and culture. www.ana.net/schoolofmarketing

> National and Regional Conferences

Our content-rich national industry conferences take you inside the minds of today's smartest brand marketers, providing your team with the motivation it needs to take that giant step forward. We host nine national and 25 regional invitation-only events on the most timely and relevant industry topics, including digital, mobile, and social marketing; procurement and sourcing; multicultural marketing; branding; and creativity. www.ana.net/events

> Masters of Marketing

Our signature annual conference is like no other in the industry, bringing together the world's most senior marketers and industry thought leaders for three inspiring days. Your team will learn firsthand how these highly skilled brand mavens drive exponential sales, profitability, and share-of-market results. As one attendee noted, "It is the premier event for marketers to learn and recharge." www.ana.net/events

Boost Your Company's Marketing Investment

> A Voice in Washington

In Washington, D.C., where industry-altering decisions are made, the ANA is a leading voice for the marketing community at both the state and national levels. We work on your company's behalf to address key legislative and regulatory issues, promote industry policies and practices, and protect the ability of all marketers to communicate effectively with consumers. Our government affairs team leverages its leadership to underscore the immense economic value that your marketing investment contributes to individuals and society at large. www.ana.net/advocacy

> Industry-Wide Connections

Our national industry conferences, including the Masters of Marketing, offer the perfect venue for your company to not only network with peers and forge business opportunities, but also discover difference-making ideas. You will have numerous opportunities to connect with thought leaders across the entire marketing ecosystem, including peer marketers, agencies, media companies, associations, consultants, and academicians. www.ana.net/events



ANA Upcoming Events Calendar

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> September 2012

28 I Innovation Day @ 3M presented by Scripps Networks (Members Only Conference) St. Paul, MN

> October 2012

- 2 | Media Leadership Committee | New York, NY
- 2 | Assignment Briefing Training | San Francisco, CA
- 2 | Marketing Innovation Training | San Francisco, CA
- 3 I Using Augmented Reality to Boost Customer Engagement and the Bottom Line Webinar
- 4 | Agency Relations Committee | New York, NY
- 10 | 2012 ANA Masters of Marketing Annual Conference | Orlando, FL
- 10 | Asian Americans: A Consumer Segment You Can't Ignore Webinar
- 17 I Understanding How Corporate Trade (Barter) Can Work For You Webinar
- 18 | Shopper Marketing Committee | Chicago, IL
- 22 | Elevating Your Creative Training | New York, NY
- 22 | Create a Killer Marketing Plan Training | New York, NY
- 23 | Brand Management Committee | New York, NY
- 24 | Integrated Marketing Committee | Chicago, IL
- 24 | Wall Street's View of Madison Avenue: What's Ahead in 2013 Webinar
- 24 | Business-to-Business Committee | New York, NY
- 25 | Social Media Committee | New York, NY
- 28 | 2012 ANA Multicultural Marketing & Diversity Conference presented by McCann Worldgroup | Miami, FL
- 29 | Integrated Marketing Communications Training | Chicago, IL

> November 2012

- 1 Integrated Marketing presented by Microsoft Advertising (Members Only Conference) Cambridge, MA
- 7 I Innovation @ Macerich presented by USPS (Members Only Conference) Santa Monica, CA
- 7 I Integrated Marketing Communications Training I New York, NY
- 8 | Agency Relations, West Coast Chapter Committee | Los Angeles, CA
- 12 | ThinkLab Training | New York, NY
- 13 | Research & Measurement Committee | New York, NY
- 13 | Media Strategy Training | New York, NY
- 13 | The Art and Science of Brand Building Training | New York, NY
- 14 | 2012 ANA Mobile Marketing Conference presented by MediaVest | New York, NY
- 15 I Joint Meeting With Digital Marketing & Media Leadership Committee I New York, NY
- 15 | Midwest Marketers Committee | Chicago, IL
- 28 | Legal Affairs Committee | New York, NY
- 28 | Advertising Production Management Committee | New York, NY
- 28 | Sponsorship & Event Marketing Committee | Chicago, IL

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