

ANA/Effies: Effective Marketing & Media Insights

Members-Only Conference

at GRAMMY Museum (Hosted by AEG Worldwide)
presented by USPS

Thursday, September 19, 2013 | GRAMMY Museum | Los Angeles, CA



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Agenda

ANA/Effies: Effective Marketing & Media Insights Members-Only Conference at GRAMMY Museum (Hosted by AEG Worldwide) presented by USPS

Breakfast (8:15am)

General Session (9:00am)

KEY INSIGHTS FROM 2013 EFFIE AWARDS

Effie Worldwide will present key insights learned from the 2013 Effie Awards North American program. With learnings from Effie judges and case studies, this presentation will set the stage for the day by fueling the discussion on the drivers of marketing effectiveness.

Eva Kasten
Managing Director
Warc America

ACTIVISION SHATTERS RECORDS WITH CALL OF DUTY: MODERN WARFARE 3

This isn't the story of an underdog. It's about Call of Duty, the titan of video gaming. For two years, Activision shattered entertainment industry launch records, and were out to do it again with Modern Warfare 3. But after so much success, Activision tapped their outlets for growth and was faced with the challenge of recruiting new, raw players while still challenging their hardcore fans. Learn how Activision tapped into key consumer insights and created an integrated campaign around the progression of a well-known gaming persona, the "n00b", which led to Modern Warfare 3 becoming the biggest entertainment launch of all time.

Tim Ellis
Executive Vice President
and Global Chief Marketing Office
Activision

Matt Jarvis
Partner and Chief Strategy Officer
72andSunny

BALL PARK: REINVENTING A BRAND BY INVENTING A NEW CATEGORY

Discover the story of how one of America's most beloved brands regained its swagger by setting its sights on something far bigger than reclaiming its spot atop a category. For Ball Park, it was about breaking the conventions of the overly commoditized hot dog category by moving the brand into its own category of "guy food". Learn how Ball Park's brand platform, "Men. Easier Fed Than Understood", inspired the women who buy the food and the guys who eat it by celebrating the hard to understand behaviors of men and their everlasting love for meaty, juicy, and handheld food they eat during "guy time."

Sarah Hickey
Director of Consumer Insights and Strategy
Hillshire Brands

Jason Sullivan
Managing Director
Publicis Seattle

Steve Williams
Group Creative Director
Publicis Seattle

Lunch (12:05pm)

General Session Cont. (1:05pm)

U.S. POSTAL SERVICE DRIVES GROWTH THROUGH INTEGRATED MARKETING

How do you take a 200-year-old service and make it new and relevant to customers today? That's the question the United States Postal Service asked as they addressed a steady decline of

Post Office Box rentals nationwide which represented an astonishing 34% vacancy rate in 2011. Through an effective, integrated marketing approach, the United States Postal Service was able to reverse this decline. Learn the strategies and tactics the United States Postal Service leveraged to build a successful traditional and digital marketing campaign.

Joyce Carrier
Director, Sales Outreach
United States Postal Service

Nancy Seidel
Senior Vice President Group Management Director
Draftfcb

DICK'S SPORTING GOODS: SERVING THE TRUE ATHLETE

Learn how Dick's Sporting Goods created an ownable and unique space in the competitive world of sports brands and retail. Leveraging deep insights into the truth of sports and omni channel communications, this Effie award winning campaign captured the emotional high ground that was uniquely able to fuel both business and brand success.

Ryan Eckel
Vice President Brand Marketing
Dick's Sporting Goods

Jason DeLand
Founding Partner
Anomaly

Conference Adjournment (3:00pm)



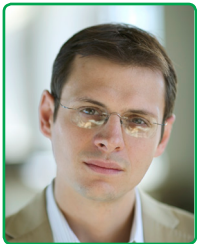
Speaker Bios

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Joyce Carrier
Director, Sales Outreach
U.S. Postal Service

Joyce Carrier recently took over the customer outreach group as the United States Postal Service, leading the development of programs to generate new revenue. Before that she was the director of advertising, media planning and promotions overseeing the creation and execution of all advertising and marketing communications. She launched the Priority Mail Flat Rate Box campaign with its ubiquitous line “If It Fits It Ships.” The campaign has increased revenue over 85%. Prior to that she was the director of public affairs where she managed public relations, community relations, special events and promotions, brand equity and design, and field communications. She directed the daily communications during the 2001 Anthrax Crisis which resulted in being awarded PRWeek’s Grand Award; promoted the now notorious USPS Pro Cycling Team with Lance Armstrong. In her almost 30 years of experience she has honed her skills in a variety of settings including three Presidential Campaigns, Nelson Mandela’s historic 1990 U.S. visit, and was the director of the 1993 Presidential Inaugural Gala.



Jason DeLand
Founding Partner
Anomaly

Jason DeLand is a founding partner at Anomaly. Formerly, Jason was the new business head at TBWA/Chiat/Day, senior vice president of marketing for PCCW Hong Kong Telecom, and a partner for the brand consultancy G2 Worldwide. While at G2, Jason served as partner and head of business development, he worked at the group level to integrate service offerings and compensation structures. Prior to G2, Jason spent two years as senior vice president, sales and marketing for PCCW - Hong Kong Telecom - one of the largest marketers in Hong Kong. While at PCCW, Jason helped lead a marketing restructuring of the company’s business to consumer group, developed M&A marketing strategy, created new product/content initiatives for greater China and managed several agency relationships, including Omnicom’s BBDO and WPP’s Ogilvy. Jason began his career at the New York office of TBWA/Chiat/Day, where he became the new business director at the age of 22. At TBWA/Chiat/Day, Jason helped establish a winning track record and mentality within the agency and put in place a sustained and integrated agency marketing program.



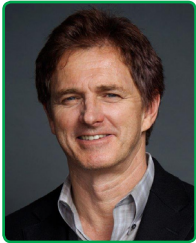
Ryan Eckel
Vice President, Brand
Marketing
Dick’s Sporting Goods

As vice president, brand marketing at Dick’s Sporting Goods, Ryan is responsible for the development of brand strategy and identity, brand and vendor marketing campaigns, digital marketing and PR. Prior to Dick’s Sporting Goods, Ryan spent nearly 10 years at PUMA SE, most recently as head of marketing for Eastern Europe, Middle East, Africa and India, where he was responsible for leading all aspects of PUMA’s brand growth and localization in those markets. Previously at PUMA, as global head of marketing strategy and operations, Ryan led the development of PUMA’s brand strategy and positioning, global category marketing and consumer research. He started at PUMA as a global strategic planner, based in Herzogenaurach, Germany. Ryan holds a B.S. from Yale University and lives in Pittsburgh with his wife and two children.



Speaker Bios

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Tim Ellis
Executive Vice President
Global Chief Marketing Officer
Activision

Tim Ellis is executive vice president and global CMO for Activision. He joined Activision in 2011, leading the marketing launch for COD Modern Warfare 3, the biggest entertainment launch of all time. Before Activision, Mr. Ellis was head of marketing for Volkswagen of America. In his four years there, the company saw double-digit growth in sales and market share. Mr. Ellis reset the brand's strategic platform, launching groundbreaking campaigns, including the 2011 spot, "The Force", recognized as the most successful automotive Super Bowl ad ever. Mr. Ellis also introduced a series of firsts in marketing, including the first car to be launched solely on a mobile phone.



Sarah Hickey
Director of Consumer
Insights & Strategy
Hillshire Brands

For the past three years, Sarah has worked at Hillshire Brands (formerly Sara Lee), leading insights for two of the company's biggest brands: Ball Park and Jimmy Dean. Her deep consumer understanding and strategic focus has assisted the organization in successfully identifying actionable prime prospects, holistic equity-based activation plans and a robust innovation pipeline. Before joining Hillshire, Sarah worked for Procter & Gamble in New York and Cincinnati, working on their global Clairol hair color business. There she was responsible for implementing a new consumer segmentation across five countries and seven brands, forecasting initiative success, and leading qualification for the most successful hair color launch in P&G history. Sarah has undergraduate degrees from Michigan State University in marketing and communications and a master's degree in market research and statistics from the University of Georgia. Her personal passions are food, sports and fashion.



Matt Jarvis
Partner/Chief Strategy
Officer
72andSunny

Matt Jarvis is a strategic thinker, which is imbued in everything 72andSunny produces. Matt's guidance has led to culturally impactful campaigns across 72andSunny's brand partners, and he sets the vision for strategy in a modern world. Before joining the leadership group at 72andSunny, Matt was executive planning director at Deutsch for brands like Saturn, Playstation and DIRECTV. He also spent time client-side as president of the retail division of Justice Telecom, named the "#1 Fastest Growing Company in America" by *Inc. Magazine* in 1999. He graduated from Brown in 1993 with a degree in literature. When not in the office or on the road, Matt can be found surfing or hanging out in Venice with his wife and two kids.



Speaker Bios

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Eva Kasten
Managing Director
Warc Americas

Eva Kasten is the managing director of Warc in the Americas. Warc is a knowledge business that enables the industry to make smarter advertising through access to the best thinking, the best research and the best practice globally. Effie WW and Warc have worked together as content partners since 1990 and collaborate in producing the Effie Effectiveness Index, a ranking of the marketing communications industry's most effective companies. Eva has provided strategic leadership and guidance to government, corporate and nonprofit clients as chief executive officer of Noral Group International, Inc., a research-based marketing firm she founded in 1998. Previously Eva served as executive vice president of the Advertising Council where she guided strategic planning, creative content and public relations needs for more than 40 non-profit organizations and government groups. During her 15-year tenure, Eva oversaw some of America's best-known public service campaigns. Eva began her career at Darcy Masius Benton and Bowles and DDB Advertising working on clients including Procter & Gamble and General Foods.



Nancy Seidel
SVP, Group Management
Director
Draftfcb

Leadership across many diverse businesses provides her with an understanding of the behavior and motivations of the consumer shopper. And, as a part of the Draftfcb organization for over twenty years, Nancy demonstrates how consistent reinvention keeps it fresh and interesting. Her vast advertising and promotion experience on such brands as Kraft Foods, Nestle, Gerber, Coca-Cola, Pearle Vision, Hungry Man/Swanson and SC Johnson makes her unique and effective at driving retail solutions. Nancy thrives on developing strong client alliances. Her understanding of true integration provides thought leadership across multiple aspects of the client's business. She has won over 15 industry awards, including 7 for the United States Postal Service. Nancy currently serves as the account lead on the United States Postal Service; driving long-term business building retail and integrated marketing solutions.



Jason Sullivan
Managing Director
Publicis Seattle

Jason was named managing director in 2013 after being a group director for the previous six years driving some of the agency's most successful and acclaimed work. His blend of creativity and business acumen has been put to use while leading a group of global and national businesses, including HP, Ball Park, T-Mobile's NBA Sponsorship, Eddie Bauer, Les Schwab Tires, HomeAway, and Seabourn Cruise Lines. Before joining Publicis Seattle, Jason spent a decade in New York working at Ogilvy and Wieden + Kennedy. There he guided and led some of the world's most revered brands (ESPN, Nike, and Miller Brewing Company) doing some of the most iconic, awarded and effective advertising with campaigns such as Without Sports, This is SportsCenter and FIFA's One Game Changes Everything on his resume. He's a graduate of Amherst College and a born Bostonian. When he's not working, Jason can be found glued to a TV getting his sports fix or skiing, hiking, eating, and traveling his way through the world.

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Steve Williams
Group Creative Director
Publicis Seattle

Steve Williams chose a career in advertising, where he could help brands big and small differentiate themselves and avoid a life of being ordinary. Steve has worked at ad agencies in Los Angeles and Seattle, on a wide range of brands such as T-Mobile, Les Schwab Tires, The Snowrider Project (part of Surfrider Foundation), Motorola, Miller Lite, AM/PM Mini-Markets, NFL, DirecTV, Chevy Trucks, Arco gas, Cisco Systems, Post Cereals, Rock the Vote and Mail Boxes Etc. Steve created T-Mobile's long-running NBA sponsorship campaign featuring Charles Barkley and Dwyane Wade, which was named *Time Magazine's* Best Campaign of 2008. Steve's also done award winning work for Ball Park and Les Schwab, and recently added Eddie Bauer to the group of brands depending on his creative leadership. Steve's work has been recognized by the London International Advertising Awards, Beldings, Addys, Clios, New York Festivals, Effies, Radio Mercury Awards and *Adweek's* Best Spots. Steve has taught advertising classes for aspiring young creatives at The Book Shop and California State University, Long Beach. Steve spends most of his free time coaching Little League. Steve and his wife have two sons.

Attendees

ANA/Effies: Effective Marketing & Media Insights Members-Only Conference at GRAMMY Museum (Hosted by AEG Worldwide) presented by USPS

Ray Alston
Associate Director, Marketing
KPMG LLP

Jessica Azerrad
Local Marketing Specialist
Los Angeles
IKEA North America

Orlando Baeza
Associate Manager, Consumer Marketing
Activision

Eric Barad
WellPoint, Inc.

Yessica Barrera
Local Marketing Specialist
IKEA

Mary Ann Barroso
Local Marketing Specialist
IKEA North America

Tim Bergin
Senior Vice President
MarketShare Partners

Howard Berman
Corporate Alliances
Six Flags, Inc.

Mirek Boruta
Brand Manager
White Wave Foods Company

John Britton
Director Integrated and Strategic
Partnerships
AT&T AdWorks

Lori Brown Savage
USPS Brand Marketing
United States Postal Service

Kim Bullock
Warner Bros. Entertainment, Inc.

Jackie Bunda
Senior Marketing Manager
Disney Channel

David Bynder
Global Promotions
DreamWorks SKG

Margaret Canon Knolla
AVP/DR Project Manager
City National Bank

Kim Cantor
Manager, Partnership Sales
AEG Worldwide

Joyce Carrier
Director, Sales Outreach
United States Postal Service

Eric Chang
Associate Brand Manager
King's Hawaiian Bakery West, Inc.

Monica Chavarria
Advertising Specialist
Farmers Insurance Group, Inc.

Cindy Chen
Senior Web Analyst
vmware

John Chisholm
Director of Operations
Farmers Insurance Group, Inc.

Aidan Cleeland
Deloitte

Bill Cluverius
Director, Partnership Marketing
Caruso Affiliated

Abbe Cohen
Associate Director of Sales
Live Nation, Inc.

Danielle Cohen
WellPoint, Inc.

Lydia Colaresi
Digital Marketing Manager
**House of Blues Entertainment,
Inc.**

Amanda Crowley
Director, Marketing Knowledge Center
ANA

Chrystal Day
Senior Manager Global Customer
and Market Insights
**Hewlett-Packard Company:
Image and Printing Group**

Jason Deland
Co-Founder
Anomaly

Tom Devine
Associate Creative Director
Kaiser Permanente

Doug Diello
Mailing Solutions Specialist
United States Postal Service

Pete Dimitrakopoulos
Director, Corporate Alliances
Six Flags, Inc.

Judy Doo
Vice President Management Supervisor
Pacific Communications

Anna Dorfman
WellPoint, Inc.

Tom Dowd
Director of Marketing, Coinstar
Outerwall Inc.

Jane Dyer
Brand Marketing Manager, Mail
United States Postal Service

Ryan Eckel
Vice President of Brand Marketing
Dick's Sporting Goods Inc.

Tim Ellis
Executive Vice President
Global CMO
Activision

Amanda Feaser
Account Executive
Pacific Communications

Adam Fischer
Associate Brand Manager
Pharmavite LLC

Erin Fitzgerald
Partnership Sales
AEG Worldwide

Allison Flato
Associate Brand Manager
Pharmavite LLC

Vicki Flores
Certified Mailing Solutions Specialist
United States Postal Service

Philip Fogleman
Director
Princess Cruises

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James George
Brand Analytics Manager
Toyota Motor Sales U.S.A., Inc.

Andrae Gill
Associate Manager, Marketing
Walt Disney Parks and Resorts

Jesus Gonzalez
Manager in Brand Partnership
Universal Music Group

Rick Gonzalez
ECommerce and Digital Marketing
Manager
BandMerch

Marni Gordon
Vice President
Conferences and Committees
ANA

Mary Beth Hagen
Senior Product Manager
BOTOX Cosmetic
Allergan Facial Aesthetics

Susan Hallock
Vice President
Marketing Communications
The Capital Group

Rebecca Heinemann
Creative Director
WellPoint, Inc.

Erica Helwick
Marketing and Celebrity
Programs Coordinator
City of Hope

Ellen Henderson
Consumerinfo.com, Inc.

Sarah Hickey
Director of Consumer Insights
and Strategy
Hillshire Brands

Jeff Hinesly
Flood Program Manager
Farmers Insurance Group, Inc.

Emily Hodkins
Communications Manager
72andSunny

Debby Holmgren
Marketing Director
Disneyland Resort

Sarah Hubbard
Brand Manager, Nature Made
Pharmavite LLC

Matt Jarvis
Partner and Chief Strategy Officer
72andSunny

Rebekah Jefferis
Director of Business Development
and Communications
72andSunny

Kristina Jolly
Product Development Manager
Walt Disney Parks and Resorts

Nikki Jost
Sponsorship Account Coordinator
Farmers Insurance Group, Inc.

Connie Kahn
Senior Marketing Strategist
Lexus

Eva Kasten
Managing Director
Warc America

Jernine Kim
Brand Management Intern
**King's Hawaiian Bakery
West, Inc.**

Jessica King
Manager
Experian

Monique Kumpis
Senior Manager, Advertising
Hyundai Motor America

Tayra Lagomarsino
Director of Marketing
AEG Facilities
AEG Worldwide

Joan Lairson
Senior Administrator Direct Marketing
Toyota Motor Sales U.S.A., Inc.

Esther Lam
Senior Strategic Sourcing Specialist
Warner Brothers Studios, Inc.

Jimmy Lee
Senior Vice President, Marketing
BBCN Bank

Robyn Lee
Union Bank

Lily Lee Fugier
Integrations Producer, EXTRA TV
Telepictures Productions

Colin Linggo
Director of Marketing and Media
Paramount Pictures

Miranda Lo
Brand Manager Pet Snacks
Del Monte Foods

Michelle Logsdon
Communications Writer
WellPoint, Inc.

Jay Lotz
Senior Vice President Global Partnerships
AEG Live

Dava Lugo
Vice President WebContent
Union Bank

Jenny Martin
Director of Brand Marketing
Togo's Sandwiches

Adrienne Melton
Manager, Agency Management
Genentech, Inc.

Jared Melzer
Sponsorships Account Manager
Farmers Insurance Group, Inc.

Renu Mevasse
Director, Marketing
Dr. Fresh

Verneen Mincey Seals
District Shipping and Mailing
Solutions Manager
United States Postal Service

Mike Mirkil
Vice President, Marketing
The Habit Restaurants, LLC

Christina Mitchell
BP p.l.c.

Leslie Mohr
Manager, Marketing
Nestlé USA



Attendees

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Darrell Morrow
Mailing Solutions Specialist
United States Postal Service

Christine Nassr
Marketing Coordinator
City of Hope

Tochukwu Okonkwo
Senior Analyst Campaign Optimization
Franklin Templeton Investments

Fabiola Orlowsky
Advertising Manager
WellPoint, Inc.

Tracy Owens
Vice President, Member Relations
Western Region
ANA

In Young Park
First Vice President
Advertising and PR
BBCN Bank

Jim Penn
Union Bank

Alyce Peterson
Vice President, Marketing Services
Pacific Life Insurance Company

Buster Pike
Microsoft Corporation

Rita Qureshi
Manager, National Advertising
Kaiser Permanente

Larry Riesenbach
Marketing Intelligence Manager
Nestlé USA

Daniela Rivera
Local Marketing Specialist
IKEA Orange County Costa Mesa

Rich Ropelewski
French Aviation

Luis Sanchez
Category Manager
Breville USA

Lori Savage
USPS Ad Compliance Manager
United States Postal Service

Anastasia Savvina
Senior Copywriter
Kaiser Permanente

Shannon Scanlin
Committee Coordinator
ANA

Erin Scanlon
Director of Partnership Marketing
The Westfield Group

Nancy Seidel
Senior Vice President Group
Management Director
Draftfcb

Aaron Shapiro
Vice President, Digital Sales
Live Nation Media & Sponsorship

Galit Shokrian
Senior Vice President Marketing
and Communications
Caruso Affiliated

Sebastien Slek
Executive Director Procurement
Global Marketing and Indirect
Warner Bros. Entertainment, Inc.

Matt Small
Senior Director - Consumer Marketing
Call of Duty
Activision

Steve Smith
Vice President, Brand Strategy
TouchTunes Music Corporation

Michelle Smith-Aiken
Category Manager/Chef
Breville USA

Lisa Spano
Head of Consumer Insights
Mobile Publishing
Electronic Arts, Inc.

Paulien Strijland
Vice President Digital User Experience
**Hewlett-Packard Company:
Corporate Marketing**

Jason Sullivan
Managing Director
Publicis Seattle

Jose Suncin
Assistant Vice President
Marketing Manager
Union Bank

Phil Swickard
Technical Director
WellPoint, Inc.

Maria Tesoro
Marketing Communications Writer
WellPoint, Inc.

Joyce Trent-Morgan
Marketing Director
Disneyland Resort

My Truong
Associate Brand Manager
Pharmavite LLC

Angelique Vega
Media Director
Kaiser Permanente

Lisa Welch
Vice President Consumer Insights
Activision

Steve Williams
Group Creative Director
Publicis Seattle

Sarah Winfrey
Coordinator, Cause-Related Marketing
City of Hope

Gary Yim
Marketing Communications Specialist III
WellPoint, Inc.

Christian Zentner
Director, Vehicles
Mattel, Inc.

Marcie Zera
Market Intelligence
Nestlé USA

Kathleen Zimmerman
National Manager, Brand Strategy
Marketing Plans and Research
Kia Motors America, Inc.



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. www.ana.net/membership

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 6,000 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 and 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.

NORTHEAST

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Tracy Owens | towens@ana.net
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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. www.ana.net/membership

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

www.ana.net/calendar

> September 2013

- 24 | Media Leadership [Committee Meeting](#) | New York, NY
- 24 | Production Management [Committee Meeting](#) | New York, NY
- 24 | ANA Innovation Day [Members-Only Conference](#) at Home Depot | Atlanta, Ga.
- 25 | Best Practices for Building Online Communities [Webinar](#)
- 25 | Digital Marketing [Committee Meeting](#) | New York, NY
- 25 | Agency Relations [Committee Meeting](#) | New York, NY
- 26 | Media Leadership, West Coast Chapter [Committee Meeting](#) | San Francisco, Calif.

> October 2013

- 2 | Developing Engaging Content That Performs [Webinar](#)
- 3 | **2013 ANA Masters of Marketing Annual Conference** | Phoenix, Ariz.
- 9 | Top Tips to TV Advertising Effectiveness [Webinar](#)
- 10 | Mobile Marketing [Committee Meeting](#) | New York, NY
- 15 | Business-to-Business [Committee Meeting](#) | New York, NY
- 15 | Integrated Marketing Communications [Training](#) | New York, NY
- 15 | Creating a Dream Marketing Plan [Training](#) | New York, NY
- 16 | Social Media, West Coast Chapter [Committee Meeting](#) | San Francisco, Calif.
- 17 | Integrated Marketing [Committee Meeting](#) | Chicago, Ill.
- 22 | ANA Procurement Day [Members-Only Conference](#) at BP p.l.c. | Chicago, Ill.
- 22 | ANA Content Marketing [Members-Only Conference](#) at Thomson Reuters | New York, NY
- 23 | Advertising Financial Management, West Coast Chapter [Committee Meeting](#) | Glendale, Calif.
- 23 | Social Media [Committee Meeting](#) | New York, NY
- 24 | Brand Management [Committee Meeting](#) | New York, NY
- 29 | Sponsorship & Event Marketing [Committee Meeting](#) | New York, NY