



# engage 2010

Last year, you **unlearned**.  
This year, you will **engage**.

June 2-4 • Swissotel • Chicago, IL

## The 2010 Annual BMA Conference

Engage more deeply with customers, prospects, employees and partners.

Discover how at [marketing.org/engage](http://marketing.org/engage)

**BMA** BUSINESS MARKETING  
ASSOCIATION

Event Sponsor

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## Get ready to engage!

The 2010 National BMA Conference, titled "Engage," is now open for early-bird registration.

After last year's successful "UNlearn" conference, which drew 425 business marketers, this year's "Engage" conference is expected to draw 700+ and again sell out early.

To be held in a fabulous new state-of-the-art conference facility at Chicago's Swissotel, the conference will run from mid-day Wednesday, June 2, through mid-day, June 4, for 48 straight hours of jam-packed learning and networking.

"Engage" will showcase innovative ways b-to-b marketers are deploying traditional and non-traditional thinking to engage employees, channel partners, customers and other demand drivers to generate brand, sales and profit recovery as the "Great Recession" recedes into memory.

To tell these stories, BMA is recruiting nearly 60 keynote speakers and breakout session moderators and panelists—virtually all very senior corporate marketers. In all, the conference will have 10 keynote sessions and 12 breakout sessions.

The conference program to the right is about 70% complete, and conference speakers are being added almost every day. We'll update this PDF every few days, but you can always view the latest program [here](#).

With pricing that favors both early registration and multiple attendees from the same company, I encourage you to take advantage of early-bird registration and make your plans now to be in Chicago June 2-4.

Thank you and best regards.



Gary Slack,  
Chairman,  
Business Marketing Association

## WEDNESDAY, JUNE 2

sponsored by Marketo

### 11:00 a.m.-12:00 p.m.

#### Networking Lunch

Get a quick start on networking—and be assured of a good seat for Beth Comstock's lead-off keynote—by arriving well before 12 noon for a light lunch (sandwiches, soup), courtesy of BMA.

### 12:00 p.m.-12:10 p.m.

#### Welcome

Hear brief opening remarks from the organizer and host of last year's "UNlearn" conference and this year's "Engage" conference about how to get the most out of the 2010 program.



Gary Slack,  
Chairman, BMA

### 12:10 p.m.-12:30 p.m.

#### Scene-Setting Remarks

*"The Critical Role of Engagement in B-to-B Marketing"*

"Engagement is critical to how we move forward in business marketing," says Fred Wiersema, who advanced the notion of "customer intimacy," resulting in the best-selling *The Discipline of Market Leaders and Customer Intimacy*. Fred will ground attendees in the meaning of "engagement" and discuss its importance in connecting emotionally with customers to build trust and get them to open up and want to do business with you. He will weave in new knowledge about "engagement" from an extensive senior-marketer survey conducted exclusively for BMA by SPSS, an IBM company.



Fred Wiersema, noted business strategist, ISBM Fellow and author, *The Discipline of Market Leaders and Customer Intimacy*

### 12:30 p.m.-1:30 p.m.

#### General Session Keynote

*"What's New In Customer and Employee Engagement at GE"*

Kicking things off, GE CMO Beth Comstock will discuss initiatives under way at GE to better "engage" internal and external audiences worldwide. She will touch on GE's efforts to drive innovation, one of the best forms of engagement imaginable. She also will discuss digital customer communications experiments under way at the business-unit level, the Healthmagination initiative, GE's internal "Gold Standard" marketing excellence program and the re-launch of MarkNet, an online community that connects and engages GE's marketing professionals around the world.



Beth Comstock,  
Chief Marketing Officer,  
General Electric

### 1:30 p.m.-2:00 p.m.

#### Networking Break

### 2:00 p.m.-3:30 p.m.

#### General Session Panel

*"Engaging the Business Buyer in the Near Future"*

To effectively engage business buyers, you need to be sure you understand them well—how they think, how they gather information to make buying decisions and what issues influence their rational and emotional buying behavior. In this very special general session, *Bloomberg BusinessWeek* Senior Editor and Content Chief Diane

Brady will lead six expert panelists in an extended discussion on what b-to-b marketers need to know about how much more digital, mobile and environmentally, socially and globally conscious business buyers of the near-term future will very likely be.

Moderator:



Diane Brady,  
Senior Editor and Content  
Chief, *Bloomberg BusinessWeek*

Panelists:



Gord Hotchkiss, CEO,  
Enquiro, and author, *The BuyerSphere Project: Understanding B2B Buyer Patterns*



Jeff Killeen,  
CEO, GlobalSpec



Charlene Lake,  
Chief Sustainability  
Officer and Sr. VP,  
Public Affairs, AT&T



Jeff Lavers,  
Vice President,  
Marketing, Sales and  
Communications, 3M



Jim Lecinski,  
Managing Director, U.S.  
Sales & Service, Google



Ira Silberstein,  
Vice President, Product  
Development,  
NYT.com

# CONFERENCE AGENDA

3:30 p.m.-4:00 p.m.

Networking Break

4:00 p.m.-5:00 p.m.

General Session Keynote

"Engaging End Users to Create System-Wide 'Pull'"

Much like Intel, NutraSweet and Dolby, among others, Boeing's commercial airplanes business unit has deployed a variation of the classic "branded ingredient strategy" to build interest in and excitement about its new Dreamliner airplane with both its direct airline customers and their customers—airline passengers. This multi-year effort to romance end users is a joint effort of Boeing and its airline customers, and it is working to create system-wide "pull" and demand for the Dreamliner. Hear Rob Pollack, the architect of this multi-year effort, tell this fascinating story.



Robert Pollack, Vice President of Advertising, Brand and Market Positioning, Boeing Commercial Airplanes

5:00 p.m.-6:00 p.m.

"Engage with the Exhibitors" Networking Reception, sponsored by Bizo.com

As a service to conference attendees, BMA has authorized 22 leading b-to-b marketing and media services providers to take tabletop exhibits lining the inside perimeter of the Swissotel's Grand Ballroom, the central location for all of the BMA conference's general sessions.

Bizo.com  
Bloomberg BusinessWeek  
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Focus  
Freeman  
Genius.com  
GlobalSpec

Google  
GyroHSR  
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Marketo  
Online Marketing Summit  
On24  
on3 Promotional Partners  
PRNewswire  
Sales Lead Management Association  
SPSS, an IBM Company  
Wiglaf Pricing

By being in the main meeting room, exhibitor attendees will be able to hear and learn from the conference sessions, helping align their conference experience with that of other attendees. Please take advantage of their proximity to learn about the valuable services they provide.

6:00 p.m.-7:00 p.m.

BMA Awards Gala, sponsored by Kodak  
1st Annual B2s Awards

Please join us for the presentation of the 1st Annual B2 Awards, which BMA introduced this year to replace the antiquated 32-year-old Pro-Comm

Awards program. The B2 Awards have both marketing strategy and marketing communications categories, address many more audiences and have been significantly expanded and modernized in other ways.

41st Annual G.D. Crain Award

After the B2 Awards presentation, Rance Crain, President and Editorial Director of Crain Communications, will present the annual G.D. Crain Jr. Award, established in 1969 to honor Crain Communications Founder G.D. Crain, Jr., and recognize a BMA member for both career achievement in business-to-business marketing and exceptional service to BMA.



Rance Crain, President and Editorial Director, Crain Communications, and son of G.D. Crain, Jr.

7:30 p.m.

2nd Annual BMA Marketing Leader Dinners, sponsored by GlobalSpec.

In their second year, last year's very popular Marketing Leader Dinners will expand from 20 to 30 at fine restaurants across Chicago. These dinners, each seating 10 registered conference attendees, will be hosted by BMA national and chapter board members, conference speakers and senior marketing leaders from Chicago and around the country. BMA will ensure each dinner group is a cross section of attendees based on geography, industry, type of firm and functional role.

Dinner Hosts

Ellis Booker, Editor, BtoB Magazine

Diane Brady, Senior Editor and Content Chief, Bloomberg BusinessWeek

Brian Burch, Director of SMB Marketing, Hewlett-Packard

Kathy Button Bell, Vice President, Chief Marketing Officer, Emerson

Chris Chariton, Vice President, Marketing Services and Product Development, GlobalSpec

Beth Comstock, Chief Marketing Officer, General Electric

Eduardo Conrado, Senior Vice President and Chief Marketing Officer, Enterprise Mobility Solutions and Networks, Motorola

Rance Crain, President and Editorial Director, Crain Communications, and son of G.D. Crain, Jr.

Michelle Draper, Vice President, Institutional Services Marketing, Charles Schwab

Tom Haas, Chief Marketing Officer, Siemens Corporation

Gord Hotchkiss, CEO, Enquiro, and author, The BuyerSphere Project

Jeff Killeen, CEO, GlobalSpec

Jeff Lavers, Vice President, Marketing, Sales and Communications, 3M

Steve Liguori, Executive Director, Global Marketing, GE

Al Maag, Chief Communications Officer, Avnet, and President, BMA/Phoenix

Suzanne Martin, Senior Director, Home & Networks Mobility Marketing, Motorola, and President, BMA/Chicago

Dan Nelson, Jr., President, Nelson Schmidt Marketing & Communications

Randall Rozin, Global Director, Brand Management & Communications, Dow Corning

Rick Segal, Chief Executive, North America, Global Practice Leader, B-to-B, GyroHSR

Lara Shackelford, Director of Global Demand Marketing, IBM

Gary Slack, Chairman, Business Marketing Association

Rick Short, Director of Marketing Communications, Indium Corporation

Tom Stein, President & Chief Creative Officer, Stein Rogan & Partners

Fred Wiersema, noted business strategist and author, The Discipline of Market Leaders and Customer Intimacy

Eileen Zicchino, Managing Director and Chief Marketing Officer, JPMorgan Chase Treasury Services

THURSDAY MORNING, JUNE 3

sponsored by GyroHSR

6:00 a.m.-7:30 a.m.

Fun Run/Walk Along Lake Michigan, sponsored by Motorola



Rise early for a walk or run along the beautiful Lake Michigan lake front, just a few short blocks from the Swissotel with BMA Chicago Chapter President Suzanne Martin. Sign up at the registration desk and assemble at the western entrance to the hotel and conference center at 6:00 a.m. sharp. You'll have a chance to network on the walk to the lake and then burn off some calories!

7:00 a.m.-8:00 a.m.

Networking Breakfast

8:00 a.m.-9:00 a.m.

General Session Keynote

"Engaging Customers to Win"

As chief marketing officer of Ply Gem and, previously, Cemex, Keith Piques has helped companies large and small capture their fair share of the measurable value created for customers, leading to accelerated sales and margin growth while forging amazing partnerships between marketing and sales. He will share how you can quantify your competitive advantage customer by customer and lead your organization to unprecedented levels of engagement with customers—engagement that results in what your customers want most: to make more money doing business with you.



Keith Piques, Senior VP and Chief Marketing Officer, Ply Gem, and author, Winning with Customers: Do Your Customers Make More Money Doing Business with You?

9:00 a.m.-10:00 a.m.

General Session Keynote

"Engaging with Purpose"

As firms seek to engage stakeholders while rebuilding from the recession, leaders must regain workforce confidence. It's time to bury mission statements and align employees under a powerful sense of organizational purpose. In an unconventional presentation, Eduardo Conrado will discuss the pivotal role marketing played in the development of Motorola's new strategic framework, while David Srere will review examples of how purpose can help leadership in a variety of organizations uncover what inspires employees about an organization, its promise and contributions to the world.



Eduardo Conrado, Senior Vice President and Chief Marketing Officer, Enterprise Mobility Solutions and Networks, Motorola



David Srere, Co-President and CEO, Chief Strategy Officer, Siegel+Gale

10:00 a.m.-10:30 a.m.

Networking Break

# CONFERENCE AGENDA

10:30 a.m.-11:45 a.m.

## Morning Breakout Sessions

### BREAKOUT SESSION #1

#### "Engaging Employees"

Can you build strong b-to-b brands without engaged employees? Some companies used to think pouring millions into external brand communications could do so, but no longer. In this session, top marketing executives from Dow Corning, GE, Avnet and W.W. Grainger will share details of highly successful employee-engagement programs—some focused on entire workforces, some focused on employee subsets, such as GE's 5,000-member global marketing team—that have generated impressive results and improved day-to-day operational delivery of their brands.

#### Moderator:



Randall Rozin, Global Director, Brand Management & Communications, Dow Corning

#### Panelists:



Meeta Kratz, Director, Segment Strategy, Government & Healthcare, W.W. Grainger



Steve Liguori, Executive Director, Global Marketing, GE



Al Maag, Chief Communications Officer, Avnet

### BREAKOUT SESSION #2

#### "Engaging the Internal C-Suite"

This session will focus on successful techniques senior b-to-b marketers have deployed to engage their own C-suite executives and even board directors to support and fund new strategic directions (e.g., entering new markets, launching new product or services, expanding to new regions), especially in situations where these investments are in direct and heated competition with other strongly championed uses of capital. Hear four very different but all enormously effective stories of senior-management engagement from both moderator and panel.

#### Moderator:



Kathy Button Bell, Vice President and Chief Marketing Officer, Emerson

#### Panelists:



Tom Haas, Chief Marketing Officer, Siemens Corporation



Rick Pyle, Vice President of Marketing Services and Customer One, Alliance Laundry Systems



Eileen Zicchino, Managing Director and Chief Marketing Officer, JPMorgan Chase Treasury and Securities Services

### BREAKOUT SESSION #3

#### "Engaging Channel Partners"

Last year, Navistar's Al Salties dazzled us with how International Truck, using automotive marketing techniques, very creatively engaged distributors and truckers alike with its LoneStar Semi-Truck launch. In this 2010 session, we'll hear top marketers from Molex, USG, Volvo Construction Equipment and John Deere Construction & Forestry describe notable and award-winning efforts to very successfully engage channel partners, including dealers, distributors and value-added resellers. If you go to market via distribution, you won't want to miss this session.

#### Moderator:



Brian Krause, Vice President of Marketing and Communications, Molex Incorporated

#### Panelists:



Tom Insprucker, Worldwide Director, Web Programs, Schneider Electric



John B. Johnston IV, eBusiness Marketing Manager, Volvo Construction Equipment



Greg Salah, Senior VP, Sales & Marketing, USG Corporation

### BREAKOUT SESSION #4

#### "Engaging Small-Business Buyers"

Small-business customers are not easy to engage, but marketers who learn how to do so can build a very profitable business. Join Jeff Berry of the Enterprise Council on Small Business, part of the Corporate Executive Board, as he speaks with a panel of leading small-business marketers from enterprise organizations. They will share their industry experience and best practices for engaging the small-business customer. Gain their direct knowledge and gather strategies for leveraging this information and translating it into your own winning strategy.

#### Moderator:



Jeff Berry, Vice President, Enterprise Council on Small Business

#### Panelists:



Brian Burch, Director of SMB Marketing, Hewlett-Packard



Don McLoughlin, Vice President, Marketing, ADP



Gerry Singson, Senior Manager, Small Business Segment Marketing, CDW Corporation

### BREAKOUT SESSION #5

#### "Engaging Technical and Engineering Buyers"

In 25 years at Indium and several writing one of the best b-to-b marketing blogs around, Rick Short has never tired of his primary job—engaging highly technical buyers at Indium's diverse industrial and electronics industry customers. Today, he engages them—and endeavors to outsell sales—via a 70-blog network more sophisticated than anything most bigger guys are doing. With the help of fellow marketers from Cisco Systems, Qwest Business Markets and Makino, Rick will lead a deep dive into state-of-the-art technical buyer engagement techniques.

#### Moderator:



Rick Short, Director of Marketing Communications, Indium Corporation

#### Panelists:



Cindy Humphrey, Vice President of Marketing, Qwest Business Markets Group



Mark Rentschler, Marketing Manager for Americas, Makino



Doug Webster, Senior Director, Worldwide Service Provider Marketing, Cisco Systems

### BREAKOUT SESSION #6

#### "Engaging Professional Services Buyers"

To secure a place in the consideration set, professional "expert" services providers traditionally have invested heavily in thought leadership, face-to-face selling tools and private face-to-face meetings and events. More and more, though, are becoming increasingly active in search marketing, digital outreach, direct marketing, advertising and social media. Learn the latest in professional-services-buyer engagement techniques from top marketers at a global consulting firm, a global accounting firm and a major U.S. law firm in a panel moderated by a leading expert and author on the subject.

#### Moderator:



Mike Schultz, President, Wellesley Hills Group, and author, Professional Services Marketing

#### Panelists:



Andrew Bosman, Executive Director of Marketing, Navigant Consulting, Inc.



Linda Meenan, Chief Marketing Officer, Wildman Harrold



Randall Thorne, National Executive Director, Marketing, Grant Thornton LLP

# CONFERENCE AGENDA

## THURSDAY AFTERNOON, JUNE 3 sponsored by PRNewswire

12:00 p.m.-1:30 p.m.

### MarketingMasters Luncheon

*"Engaging Employees, Customers and Prospects Globally"*

Aon Corporation made a big splash in 2009 when it announced it would replace AIG as the global sponsor of UK-based football team Manchester United, the #1 brand in the #1 sport in the world, in the 2010-11 season. That season begins this June, and Aon Global CMO Phil Clement will give conference attendees one of the first glimpses of what Aon is doing to leverage its reported three-year, \$132 million investment in this single global sponsorship platform to unite the firm into one global culture and maximize engagement with all audiences worldwide.

#### Speaker:



Philip Clement, Global Chief Marketing and Communications Officer, Aon Corporation

#### Moderator:



Michael Krauss, President and Managing Principal, Market Strategy Group LLC

1:30 p.m.-2:00 p.m.

### Networking Break

2:00 p.m.-3:15 p.m.

### Afternoon Breakout Sessions

#### BREAKOUT SESSION #7

*"Engaging Enterprise Buyers"*

The larger and more important the buyer, the more you can justify investing

to truly and deeply know, understand and be able to satisfy this customer. In this panel, leading marketers with responsibility for supporting efforts targeting enterprise buyers will showcase new customer-insights strategies, new digital initiatives, innovative account-based marketing efforts and successful strategies to secure previously unachievable testimonial support. Moderator Michael Hubble will share insights from a recent study on what matters most in ensuring superior b-to-b customer experience.

#### Moderator:



Ellis Booker, Editor, BtoB Magazine

#### Panelists:



Nick Bell, Director of Campaign Marketing, Adobe Systems



Michael Hubble, Senior Director, Sales, Marketing and Communications Practice, Corporate Executive Board



Julie Skidmore, Marketing Programs Manager, Aon Corporation

#### BREAKOUT SESSION #8

*"Engaging Sales"*

Kevin Clancy says marketing is making what your customers want and sales is getting rid of what you make. Tom Insprucker says marketing's job is to help sales sell more but also to persuade buyers to buy more. And, he adds, to help sales separate

opportunity from distraction. However you look at marketing and sales, it's clear that marketing's role is to both guide and support sales. After all, nothing happens until a sale is made. Led by one of the world's most distinguished sales force experts, this panel will zero in how marketers can better engage the sales force to generate better results.

#### Moderator:



Andris Zoltners, Co-Founder and Chairman, ZS Associates; Professor of Marketing, Kellogg School of Management; and co-author, Building A Winning Sales Force

#### Panelists:



Daniel Joyce, Global Sales & Marketing Excellence Leader, Automation and Control Solutions, Honeywell International



David Longmuir, Customer Discovery Leader, Owens Corning



Deb Oler, Vice President, U.S. Brand Business, W.W. Grainger

#### BREAKOUT SESSION #9

*"Engaging Future Buyers (Prospects)"*

For business-to-business marketers, some 50% of future sales starts with the "drum beat of marketing" to engage prospects and get them to "raise their hands." Branding has its place, but without new prospects filling the funnel, salespeople will not make their quotas, sales expenses will soar, sales will suffer and earnings will be

dismal. This panel of expert marketers will tell you how to find and engage prospects who buy in a predictable manner. Expect opinionated marketing professionals who create wealth for their companies. Bring your seat belts!

#### Moderator:



Jim Obermayer, Executive Director, Sales Lead Management Association

#### Panelists:



Michelle Draper, Vice President, Institutional Services Marketing, Charles Schwab



Kevin Espinosa, eBusiness Platform Manager, Caterpillar, Inc.



Mark Wilson, Vice President of Corporate Marketing, Sybase Inc.

#### BREAKOUT SESSION #10

*"Engaging Current Buyers (Customers)"*

What is working for marketers these days in engaging and, as the "Great Recession" recedes, re-engaging customers? Moderator Erick Brethenoux will kick off this session by sharing findings about current customer engagement trends from an extensive survey of several hundred leading b-to-b marketers conducted by SPSS exclusively for BMA and the "Engage" conference. Senior-marketer panelists from Citrix Systems, Syniverse Technologies and Second City Communications also will share

case studies of unusually successful customer engagement programs.

#### Moderator:



Erick Brethenoux, Vice President of Corporate Development, SPSS, an IBM Company

#### Panelists:



Janet Roberts, Sr. Vice President, Corporate Communications and Marketing, Syniverse Technologies



Kim Woodward, Vice President, Corporate Marketing, Citrix Systems



Tom Yorton, President, Second City Communications

#### BREAKOUT SESSION #11

*"Engaging Industry Analysts"*

When faced with competing product or service claims from your company and your competitors, customers, journalists and even financial analysts often turn to an objective referee—the industry analyst. Engaging with industry analysts is crucial to tell your company's story, convey your market strategy and clarify your products' benefits and competitive differentiation. Whether you're establishing or building relationships with analysts, this panel will provide insights on how to succeed in engaging with and gaining crucial third-party credibility from industry analysts.

#### Moderator:



George Stenitzer, Vice President of Corporate and Marketing Communications, Tellabs

#### Panelists:



Nancy Carr, Manager, Worldwide Public Relations, Kodak



Corey Ferengul, Executive Vice President, Product Management & Marketing, Rovi Corporation



Jim Le Tart, Director Marketing, RedPrairie

#### BREAKOUT SESSION #12

*"Engaging Online Influencers"*

Positive word of mouth drives recommendations for, or against, your brand. Whether it is provoking a direct sale or shortening an involved sales cycle, the right online influencers—ranging from media, blogs, message boards, forums, news groups and even microblogs—can make or break your marketing efforts. At this session, learn best practices of how to effectively identify, engage and sustain conversations with the voices that matter most to you and your industry—all while driving measurable ROI and keeping compliant with the new FTC guidelines.

# CONFERENCE AGENDA

Moderator:



Paul Rand, President, Zocalo Group, and President, Word of Mouth Marketing Association (WOMMA)

Panelists:



Joe Pulizzi, Founder & Chief Content Officer, Junta42, and co-author, Get Content. Get Customers



Allan Schoenberg, Director of Corporate Communications, CME Group



Gary Spangler, Corporate eMarketing Manager, DuPont

**3:15 p.m.-3:45 p.m.**

Networking Break

**3:45 p.m.-4:45 p.m.**

General Session Keynote

*"Customer Engagement As a Strategy for Sustainable Growth"*

Deep customer engagement is the exception, not the rule, in most b-to-b buyer-seller relationships. In fact, based on thousands of buyer interviews it conducts every year, Gallup says only 16% of business buyers feel "fully engaged" with their suppliers. The reason? Too many sellers focus too heavily on price, speed, etc.—attributes easily mimicked by competitors—and too few focus on leveraging emotional connections. In this session, you will learn how to differentiate your company by better managing the emotional connections you have with your customers.



Ed O'Boyle, Global Practice Leader, Brand and Customer Engagement, Gallup Consulting

**4:45 p.m.-5:45 p.m.**

General Session Keynote

*"Measuring Engagement"*

Who better to spell out the latest techniques for measuring audience engagement than Pat LaPointe, whose advisory firm, MarketingNPV, has worked with CMOs and CFOs of global 1000 companies for 25 years to measure and improve the payback on marketing investments? In this final session of day two, Pat will present three frameworks for measuring engagement. He will define what to measure and then show how you can track the effectiveness and value of your b-to-b marketing investments in engaging internal and external audiences.



Pat LaPointe, Managing Partner, MarketingNPV

**5:30 p.m.-8:30 p.m.**

9th Annual BMA/Chicago Windy City BizBash

The Murphy  
50 E. Erie  
Chicago

The Windy City Biz Bash, co-located last year and this June with the national conference, is the BMA/Chicago chapter's annual fundraising auction and networking party. Last year, nearly 75 national conference attendees dropped in on BizBash to meet and network with national attendees and BMA/Chicago members. The evening consists of an open bar, appetizers, a live and silent auction (bidding is completely optional) and valuable networking.

**FRIDAY, JUNE 4**

sponsored by Business.com

On the final half-day of the conference, we will turn our attention to a trio of widely followed speakers and thought leaders who are at the cutting edge of where marketing and audience engagement are going and will be taking us in the near-term future.

**6:00 a.m.-7:30 a.m.**

Fun Run/Walk Along Lake Michigan, sponsored by Motorola



Rise early for a walk or run along the beautiful Lake Michigan lake front, just a few short blocks from the Swissotel with BMA Chicago Chapter. President Suzanne Martin. Sign up at the registration desk and assemble at the western entrance to the hotel and conference center at 6:00 a.m. sharp. You'll have a chance to network on the walk to the lake and then burn off some calories!

**7:30 a.m.-8:30 a.m.**

Networking Breakfast

**8:30 a.m.-9:30 a.m.**

General Session Keynote

*"Engaging 'Trust Agents'"*

The Attention Wars are raging, and your message may be invisible in the fray, according to Chris Brogan, president of New Marketing Labs and co-author, with Julien Smith, of the best-selling book, Trust Agents. Join Chris for an informative conversation about the business implications of a new breed of business communicator: the Trust Agent. Learn how to "be human at a distance." Discover how

your company can take advantage of the relationship-centric tools of the new Web. And understand how to make your first moves in this space.



Chris Brogan, President, New Marketing Labs, and author, Trust Agents

**9:30 a.m.-9:45 a.m.**

General Session "Keynotette"

*"Engaging Customers Through Blogging"*

At last year's "UNlearn" conference and with the help of Live Marketing, BMA staged and videotaped a live performance of McGraw-Hill's classic "Man in the Chair" ad, which in just a year has received more than 13,000 views on YouTube, not bad for a b-to-b video. Inspired by Indium's Rick Short, Live Marketing and BMA will team together again to stage (and videotape) another engaging live performance that every attendee will want to rush home to show to colleagues, especially c-level executives who in so many firms understand social media the least but make the rules.



Walter Pomfroy, Vice President, Marketing and Communications, Tinium Corporation

**9:45 a.m.-10:15 a.m.**

Networking Break

**10:15 a.m.-11:15 a.m.**

General Session Keynote

*"Engaging Customers by Adding Value, Not Cost"*

Larger than life, Jeff Hayzlett is one of the most personally engaging CMOs—b-to-b or b-to-c—around. Whether tapping OPM (Other People's Money), defending print, talking about the ROI

(Return on Ignoring) of social media, or speaking and tweeting tirelessly for his employer, Jeff has markedly changed perceptions of Kodak. Named Marketer of the Year in 2008 by BtoB magazine and winner of BMA's 2009 G.D. Crain Award, Jeff is now an author and will discuss how adding value without adding cost is one of the best ways to connect with and engage customers.



Jeffrey Hayzlett, Chief Marketing Officer and Corporate Vice President, Kodak, and author, The Mirror Test: Is Your Business Really Breathing?

**11:15 a.m.-12:30 a.m.**

General Session Keynote

*"Engaging Customers Through Real-Time Marketing"*

Our #1-rated speaker in 2009, David Meerman Scott will cap off our 2010 conference by premiering a brand new presentation based on his latest thinking about real-time marketing and PR. Real-time marketing is responding to events as they occur, developing or refining products or services instantly based on customer feedback and seeing and acting first on an opportunity. Drawing on examples from organizations large and small all over the world, David will show that organizations with the speed and agility to do real-time marketing are at a competitive advantage and grow faster.



David Meerman Scott, author, The New Rules of Marketing & PR, World Wide Rave and the forthcoming Real-Time Marketing & PR

**12:30 p.m.-12:45 p.m.**

Wrap-Up and Adjournment

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