

SmarterCommerce

# Global Summit 2012 Madrid

22–24 May, 2012 | Hotel Auditorium Madrid



# Top

# 5

# reasons to attend

FOR MARKETING PROFESSIONALS

While attending the Marketing Innovation Summit, taking place during the **Smarter Commerce Global Summit 2012 Madrid**, you can enhance your skills as an innovative leader in your company. As a business or IT practice leader, you will learn how to:

- **Transform** marketing along the buyers' journey by applying science to the art of marketing
- **Optimize** the supply chain and seamlessly integrate with trading partner networks
- **Drive** customer-centric commerce across all channels
- **Fulfill** and service your customers to keep them satisfied and coming back for more

**Join the conversation:**  
**#IBMSCGS**

**1 Become more productive.** Find out how the latest technology and marketing best practices can help you gain customer insight and improve marketing performance.

**2 Increase your effectiveness.** See how you can deliver highly relevant, timely marketing programs across channels and extend your reach through paid, owned, and earned media.

**3 Learn from the best.** Learn more about the industry's leading marketing automation solutions — see live demos, presentations by IBM and customer experts, or meet 1-1 with an industry analyst, product expert, or IBM executive.

**4 Get connected.** Build your own social network with marketing peers and experts from around the world who can help you and your organization get the most out of your marketing investments.

**5 Gain market insights.** IBM puts unmatched research resources at your fingertips — IBM's landmark CMO study, consumer study, online retail benchmark insights, annual marketing practitioner survey, the latest analyst findings and more.



Register online: [www.ibm.com/marketing-summit-madrid](http://www.ibm.com/marketing-summit-madrid)



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## Global Summit 2012 Madrid

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**1 Become more productive.** Find out how the latest technology and marketing best practices can help you gain customer insight and improve marketing performance. Sessions will help you:

- Better leverage online channels to increase revenues at reduced costs.
- Leverage customer data and insight to improve the customer experience and improve marketing returns.
- Better manage your marketing resources, processes and assets.
- Understand how to structure your marketing department to make the best use of marketing technology.

**2 Become more effective.** See how you can deliver highly relevant, timely marketing programs across channels and extend your reach through paid, owned, and earned media. Sessions will help you:

- Identify which emerging marketing channels can improve customer satisfaction and retention.
- Learn how to capitalize on your media investments with ad targeting and search management.
- Gain a better understanding of the impact of “earned” media — (coverage earned via traditional public relations activities, and the increasingly important social and mobile channels that your customers are using with greater frequency.)

**3 Learn from the best.** Learn more about the industry’s leading marketing automation solutions — see live demos, presentations by IBM and customer experts, or meet 1-1 with an industry analyst, product expert, or IBM executive. Sessions, demos, and meetings will help you:

- Understand and respond to your customer’s and prospect’s social interactions

- Learn about best practices to deliver the unique capabilities of mobile devices to deliver exceptional experience for your customers.
- Better understand your customer’s behavior across all channels to deliver more targeted and more effective marketing.
- Dive deep into Unica, Coremetrics and other IBM products to maximize your marketing solution investments.
- Understand IBM’s product direction to fine tune your marketing and IT planning.

**4 Get connected.** Build your own social network with marketing peers and experts from around the world who can help you and your organization get the most out of your marketing investments. Sessions and opportunities to network will allow you to:

- Learn what worked and what didn’t work from dozens of customer experiences.
- Meet and network informally with your peers, business partners, and IBM experts.
- Make personal connections that will help you improve your marketing and your career.

**5 Gain market insights.** IBM puts unmatched research resources at your fingertips—IBM’s landmark CMO study, consumer study, online retail benchmark insights, annual marketing practitioner survey, the latest analyst findings and more. Sessions will help you:

- Understand the challenges and opportunities over 1700 CMOs revealed as they prepare to market in the age of the empowered customer.
- Learn what hot trends and channels are re-shaping retail marketing.
- Explore the bottlenecks and next best hopes revealed in the annual survey of marketing practitioners.

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