

TO ONE ONE

MARKETING
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MARKETING

Are you Using the Right Message, Through the Right Channel, at the Right Time?

March 23 & 24
2006

Metropolitan Hotel
Toronto ON

FEATURING EXPERTS FROM:

etc.tv Inc.
Canada Post Corp.
Dell Canada Inc.
Lang Michener LLP
Scotiabank
Research Dimensions
Capstone
Nestle Purina
Carlson Marketing
Stratford Festival
WebFeat Inc.

Don't miss this hotly anticipated conference where innovative industry leaders will share their strategies and insights into:

The future of customized media and how it will impact your target audience

Engaging a specific segment within your large customer base with special promotions

Maximizing the potential of your email campaign strategy

Exploiting new media to get your message across to your customers

Meeting privacy conditions when collecting personal information from your customers

And much, much more!

KEYNOTE SESSION

Ian MacLean
Vice-President and General Manager
etc.tv Inc.

"Beam Me Up...Why You Have to Customize or Be Left Behind"

INTERACTIVE LEARNING SESSION – MARCH 24, 2006

The A-B-Cs of Setting Up Your Own One-to-One Marketing Campaign

Media Partner



Talk to Your Customers Directly and Get the Response You're Looking For!

Marketing professionals, take note. **YOU** are constantly on the lookout for new, innovative ways to reach your target audience. One-to-One Marketing will allow you to do just that. Put your customer information to work!



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• • • Are You Missing the Mark with Your Target Audience?

Mass media has traditionally been used to target a large customer base, but does it really give you bang for your buck? Today, organizations are beginning to realize the value of spending a significant portion of their budgets on a relatively small group of people, and **PERSONALIZING MESSAGES** to ensure a higher response. But this provides marketing professionals with a number of challenges. How can you: identify the most lucrative segment of your target audience, determine how they would like to be communicated with, and guarantee the best up-take of your product or offer?

As marketing continues its trend towards increased personalization of messages, many organizations are looking outside the mainstream media to determine if there are any opportunities that they have overlooked. **The Canadian Institute's ONE-TO-ONE MARKETING** conference will showcase all of the latest tools and tips you can use to effectively get your message or offer to the most appropriate – and responsive target audiences.

Attend this One-to-One Marketing conference to hear from **TOP INDUSTRY LEADERS**. This is Canada's premier event – nowhere else will you find such a top-notch, comprehensive industry faculty: etc.tv Inc., Dell Canada Inc., Lang Michener LLP, Scotiabank, Research Dimensions, Capstone, Nestle Purina, Stratford Festival, Canada Post Corp., WebFeat Inc., and Carlson Marketing.

Get the cutting-edge information you need from industry innovators:

- Learn about Nestle Purina's market trial from Andrew Fraser, Senior Strategist: Find out how they worked with their Influentials – local radio personalities – who took Purina One's 30 Day Challenge and encouraged their listeners to do the same!
- Hear from Jonathan Huth, Vice President Relationship Database Marketing from Scotiabank on how to establish enterprise-wide internal policies and procedures for how, when and how often to contact customers
- Understand the privacy implications of collecting and using your customer's personal information from David M.W.Young, Co-Privacy Chair at Lang Michener LLP
- And find out if you are leveraging your email campaign to its full potential with cutting-edge insights from Dell Canada's Senior Manager of Product Marketing, David Gair.
- And much more...

If you have a stake in marketing, you can't afford to miss this conference! Be where the experts, your colleagues and competitors will be on March 23-24, 2006.

Register now: Telephone: toll-free 1-877-927-7936 or in Toronto 416-927-7936

Fax: toll-free 1-877-927-1563 or in Toronto 416-927-1563

Online: www.CanadianInstitute.com

WHO YOU WILL MEET

Vice Presidents, Directors, Managers, Advisors of:

Marketing	Product Marketing	Brand / Promotions / Advertising	Media Relations
Sales	Retail Markets	Compliance	Corporate Strategic Communications
Market Intelligence	Market Expansion	Communications	
Customer Relationship Database Marketing	Vertical Marketing	Public Relations	Plus: Principals and Partners from Marketing Consultancies

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Maximize your organization's visibility in front of key decision-makers in your target market. For more information, contact Business Development Executive **Garth Flint** at **416-927-0718 ext. 313**, toll-free **1-877-927-0718 ext. 313** or by email at g.flint@CanadianInstitute.com

Register at 1-877-927-7936 or in Toronto 416-927-7936 or www.CanadianInstitute.com

8:00 Registration Opens and Coffee is Served**9:00 > Opening Remarks from the Chair****Paul Gallant**Vice President Client Relations
Carlson Marketing**9:15 > Beam Me Up... Why You Have to Customize or Be Left Behind****Ian MacLean**Vice-President and General Manager
etc.tv Inc.

New media has helped facilitate customization by the consumer based on their preferences. Not only can they have their own home page with all their resources at their fingertips as soon as they sign on to the internet, they can also program their own personal radio station. Personalized television programming that will allow consumers to pick and choose the type of advertising that is relevant to them may be here sooner than you think. etc.tv is conducting a major telescopic advertising trial in the Quebec marketplace in the Winter of 2006. The company's overriding principal is increasing accountability for advertisers and finding a better way to reach customers through television, by responding to the five key forces that are impacting the traditional television model today:

- Increased audience fragmentation
- Perennially escalating costs of television advertising
- Increased commercial clutter
- Ad avoidance
- New emerging consumer behaviors

10:00 > Talk to Me, How I Want and When I Want: Effective One-to-One Marketing Campaigns**Timothy Grayson**Manager, E-Business Product Development
Canada Post Corp.**Additional Speakers TBA**

Many organizations have invested heavily in Customer Relationship Management infrastructure over the past few years. Companies have leveraged this information by sending special offers and discounts to their customers based on their spending behaviour. Find out how effective these promotions have been and what they have learned to help plan for the future.

- How do you identify the different segments to focus on within a large customer base?
- Identifying the target audience that can be best reached above the line (mass) vs below the line
- How far do you customize rather than mass market?
- What criteria do you use to choose the different groups and markets?
- How specific can you be with your target audience? Youth market? Demographics? Psychographics?

- What objectives were achieved through One-to-One marketing campaigns?
- Are at-risk customers less likely to defect, if they receive appropriate promotional messages or offers at the right time?
- How do you accommodate different positioning with different segments?
 - Split runs by region
- What is the ROI for One-to-One campaigns to date and what information has allowed them to further customize their programs?

11:00 Networking Coffee Break**11:15 > Check Up: Is Your Email Campaign Strategy Up-to-Date?****David Gair**Senior Manager Product Marketing
Dell Canada Inc.

Many organizations have effectively used email campaigns to target their customers and send special promotions and offers - in fact it is one of the oldest forms of One-to-One marketing. But are you really using it effectively? Find out how Dell Canada has fine-tuned their Email campaign strategies for compounded success.

- Does email customization work?
- Is it an effective way to prospect?
- When is email marketing considered inappropriate? Do customers consider it SPAMMING?
- What are the various objectives that can be cost-effectively realized through email campaigns?
 - Determining the uptake of the offer
 - Providing effective customer service
 - Identifying communication touch points
 - Determining which offers or promotions are useful and how customers respond
 - Optimizing the product / message mix and adjusting the strategy
- Are graphic emails effective and with whom?

12:00 Networking Luncheon for Delegates and Speakers**1:15 > R U There? Using New Media to Get Your Message Across****Michal Keefe**Senior Director of E-Marketing
Carlson Marketing**Additional Speakers TBA**

As new media collides with traditional marketing programs and information collected by CRM tools, you will have the ability to perfectly target messages to your customers. Find out how the experts have used cell phones to target the youth market... and much more!

- What are the various new media alternatives that can be used?
- How can you get the best reach?
- How do you ignite interest or create a buzz to support your campaign?
- Is the proliferation of channels a good thing? Does it help build a relationship?
- What communication channel is most effective?
 - Email

- SMS alerts
- Secured Messages
- Advanced audio-visuals
- Do customers find text messages on cellular phones invasive? What is the customer's tolerance level?
- What do customers do with their tv phones? How will they be used? Who will be targeted?
- What kind of content will customers look for?
 - Small newsclips
 - Text message entertainment
- How will technology drive business going forward?

2:00 > Ensuring Privacy Conditions Are Met When Collecting Personal Information From Your Customers

David M. W. Young

Partner, Co-Chair Privacy Group
Lang Michener LLP

Today, consumers are more aware than ever that their personal information may be bought and sold as marketing lists. Therefore they are extremely cautious about who they give their information to and what it will be used for. Hear what provisions need to be in place to mitigate the risks for your organization.

- What are the privacy considerations that should be taken into account before you start a campaign?
- What are the required disclosure paragraphs or opt-out provisions?
- When collecting information do you have to state its purpose and how it will be used?
- If the customer gives you their personal information does that imply consent? Does it infringe on privacy if you share that information within your organization?
- What are the limitations on organizations participating in One-to-One marketing? Are there constraints placed on them by the privacy laws? Eg. Drug companies that cannot target or retain information regarding customer habits or family members obtained in normal business transactions
- Case studies of infringement of privacy relevant to One-to-One marketing

2:45 Networking Coffee Break

3:00 > Optimized Multi-Channel CRM: How Scotiabank is Leveraging Data Across Channels to Build Customer Relationships and Drive Profit

Jonathan Huth

Vice President, Relationship Database Marketing
Scotiabank

Organizations with more than one channel of customer contact often struggle to coordinate marketing and contacts to deliver a consistent customer experience. The ability to coordinate and deliver effective One-to-One customer contacts across channels will help companies differentiate their customer experiences and improve results from CRM. Attend this session and hear how Scotiabank is using all its channels to drive results, including:

- How to coordinate and leverage customer contacts across multiple channels – email, direct mail, call centres, branches, ABMs and online

- How to deliver measurable results from consolidated customer data and analysis
- When to use event triggers to make contact with customers at precisely the right time
- How to generate valuable sales leads using low-cost channels
- How to achieve product sales goals through customer focused, One-to-One communications

3:45 > Metrics: Adding Up the Numbers for Your Campaign

David Pyke

Vice President Research
Research Dimensions

If you have a finite budget, how do you know whether you are spending your money wisely? In this session, find out how organizations are measuring the success of traditional and One-to-One programs.

- What is the comparison of ROI on One-to-One campaigns vs. traditional? What are the time, cost, and reach impacts?
- What kind of standards should be established for One-to-One marketing programs?
- What criteria are used for measurement?
 - Brand message uptake
 - Sales increases
 - Loyalty and Satisfaction improvements (soft measures)
- What type of measurement best fits with the One-to-One marketing spend? Transactional or target population survey?
- What objectives are measured?
 - Increased sales?
 - Immediate feedback / awareness?
 - Targeted results?
 - Determining which communication channels are the most efficient? Cost effective?
- How should you measure and for how long?
 - Dollar value, accounts or satisfaction?

4:15 Chair's Recap and Conference Adjourns



Networking Cocktail Reception

Day 2

Friday, March 24, 2006

8:30 Coffee Served

9:00 Opening Remarks from the Chair

9:15 > Show Me the Product: Identifying the Influentials Who Will Bring Your Product into the Limelight

James Tucker

Principal
Capstone

Since the beginning of time, there have been those individuals who have power and influence over their peers. They come in all

shapes and sizes: the captain of the high school basketball team, head of the company social committee, radio personalities, etc. These individuals can state their opinion, make a recommendation, start a trend...and affect change. This session will help outline how to determine who the “Influentials” are in your profitable target audience.

- Identifying the “Influentials”
 - Innovators
 - Early adopters
 - Celebrities
 - Athletes
 - Media
- Common characteristics and attributes these individuals possess
- Interaction with the target audience
 - Us with them
 - Peer based dialogue
 - Tactical communication methods
- Strategic implementation: Offers and messages that are most effective when employing “Influentials”
 - Product seeding
 - Pilots
 - Launches
 - Experiential Marketing
- Product placement, branded entertainment and “Influentials” awareness building strategies and effectiveness
- Peer-to-Peer marketing, community-based marketing and their inter-relationships

10:15 Networking Coffee Break

10:30 > Influentials at Work: Taking the 30-Day Challenge – Purina One’s Market Trial

Andrew Fraser
Senior Strategist
Nestle Purina

Representative from Advertising Agency

Identifying the correct influential is essential to building a successful campaign - and sometimes it isn't the most likely influential. For the pet care industry, one would expect the best influential to be a veterinarian. However, in this case study hear how Nestle Purina worked with local radio personalities who had pets – and pet stories for their listeners – to share their experience with the Purina One 30-Day Challenge and encourage their audience to take the challenge too.

- What was the offer?
- Why did Nestle Purina choose these influentials for their offer?
- How did they facilitate this program?
- What kind of feedback did they receive?
- How were they able to incorporate it into their launch?
- What were the results?

11:30 > Incorporating One-to-One into Your Marketing Mix

Christian Gerard
President & CEO
WebFeat Inc.

Marketers are always looking to find new and exciting ways to communicate to their consumers about their products and services, entice them to buy and provide feedback so they can make improvements. The answer can be immediate and direct feedback from key stakeholders, if the communication channels are used effectively. In this session learn from decision makers in the marketing field who have effectively used One-to-One to address their customers' needs.

- Targeting your audience: What do they look like? Are they younger? More tech savvy? Mainstream?
- Using One-to-One as an alternate communication tool: what to consider and where to start
- Analyzing your marketing strategy to see whether and where One-to-One fits
- Identifying the measurement criteria for successful One-to-One marketing campaigns

12:15 Chair’s Recap and Conference Concludes

Interactive Learning Session

1:30 pm - 5:00 pm

The A-B-Cs of Setting Up Your Own One-to-One Marketing Campaign

Brenda Higuchi

Senior Director of Measurement Strategy

Carlson Marketing

Michael Keefe

Senior Director of E-marketing

Carlson Marketing

Lisa Middleton

Audience Development Director

Stratford Festival

New media and advanced technology have opened the doors for companies to be able to pick and choose how they want to communicate with their customers and what they want to say. In this session get insight into your choices and how to develop a comprehensive One-to-One program that will cover all the bases.

- Understanding the target audience. What do you need to know before you communicate?
- Is One-to-One marketing making an impact or are companies going overboard with contacting customers too much? What is the optimal frequency?
- How do you interact with the target audience?
 - Communication methods
- What do you offer your customer?
 - Products or promotions
 - Point-of-sale tie-ins
- How effective is a tailored message?
- What works and what doesn't
- How do you design a proper campaign so that it can be measured? What are the metrics?
- How do you build a community via the web or mobile and get them to engage in the brand?
- Determining what effort is required: assessing the potential quickly rather than dedicating the wrong amount and type of resources to the program

Don't miss this unique opportunity to get the guidance you need to develop your own One-to-One marketing strategy and be an industry leader. Register today to take advantage of this informative session – space will sell out quickly.

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2006

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Toronto, ON

5 > TOP 5 REASONS TO ATTEND

1. Cutting-edge industry case-studies, top-notch speakers, valuable learning!
2. Leverage your company's investment in your CRM infrastructure
3. Bring your email strategies up-to-date with today's new media environment
4. Review your privacy checklist when collecting personal information from your customers
5. Network with your peers and colleagues and benchmark your skills

To expedite your registration, please mention your priority service code



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Can be recycled

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Conference & Workshop

\$2290 + \$160.30 (7%) GST = \$2450.30

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PROGRAM MATERIALS

Conference participants will receive a comprehensive set of conference materials prepared by the speakers. These materials are intended to provide the participants with an excellent reference source after the conference.

STEP 1
STEP 2
STEP 3