

Learn How to Leverage
Customer Intelligence. Stay
Ahead of Your Competition.

Reach an Audience of 1:

 **converge**
on marketing

Marketing Communications
that Speak Directly to the
Individual

Wednesday, May 5, 2010

Vertis Communications
20 minutes from Princeton, NJ

For more information, email
CONVERGE@vertisinc.com

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communications



Reach an Audience of 1:

Marketing Communications that Speak to the Individual

The marketing communications field is changing at warp speed as the growth and acceptance of social media, innovation in technology, and acceleration of media outlets continue to explode. Learn how marketing leaders are rethinking the ways in which they reach their audience, and how these new approaches are penetrating the marketplace and driving sales.

What You Will Learn:

- How your organization measures up in leveraging customer intelligence
- How to translate what you know about the consumer into messaging that resonates with them and achieves desired results

Who You Will Meet:

- Marketing executives from a cross-section of industries sharing both successes and challenges
- Industry analysts and Vertis thought leaders sharing insights on how to best leverage customer intelligence and positively impact marketing performance

How You Will Benefit:

- Learn new ideas on how to reach your audience across multiple channels with coordinated and perfectly timed messages
- Gain insights, ideas and best practices, some of which can be implemented immediately

AGENDA

Welcome and Introductions

Quincy A. Allen, President & CEO
Vertis Communications

Dave Frankland, Principal Analyst

Forrester Research, Inc.

Scott Petinga, President

AKQURACY / Harley Davidson

Leveraging Consumer Research to Reach the Hispanic Market

Following the program, experience 1:1 output, demo and explore Vertis' proprietary Workflow Solution Production tool and learn how you can implement strategies and processes sure to positively impact marketing performance and efficiency.



Dave Frankland
Principal Analyst, Forrester Research, Inc.

Dave serves Customer Intelligence professionals, helping companies to better leverage customer knowledge to improve their marketing and business performance. His research focuses on overall customer intelligence strategies, customer intelligence organizational challenges, customer contact strategies, and understanding and evaluating marketing service providers and agencies.



Scott Petinga
President, AKQURACY

With 16 years of developing integrated marketing and creative strategies under his belt, Scott struck out on his own 3 years ago to form AKQURACY, a full service data-driven communications agency. With particular strength in applying measurement to direct marketing, Petinga has pulled together a group of strategic, creative and production professionals to develop highly targeted database marketing programs.