

2-Day Practical Seminar on

# Marketing Measurement in Vietnam

Save US\$200  
If you pay by 27 Jan 2012  
Additional 10% Discount for Groups of 3 or more!

Innovative Tactics to Determine & Boost Marketing Effectiveness

1 – 2 March 2012 • Hotel Equatorial • Ho Chi Minh City, Vietnam



## Unique Features

- Focused content on **Traditional & Digital Media** measurement for newspapers, print ads, social media & more
- Actionable **measurement techniques**, including cost-effective approaches
- Interactive **hands-on exercises & case studies** from technology, airline, advertising, retail, telecommunication, FMCG industries & more

## Led by



**Guy R. Powell**  
President,  
DemandROMI, USA

**demandROMI**  
Prove and improve your Marketing Performance

- Over 20 years experience in senior level sales & marketing in the US & worldwide, both on the client & consulting sides
- Served as VP of Sales & Marketing for a number of companies delivering growth through innovative product, marketing & selling programs
- Intensive experience in consumer package goods, digital electronics, high tech, brewery, frozen food, automotive, cable & wire, media & entertainment and many others
- Worked with clients such as Fujitsu-Siemens Computers, McDonald's, Unilever & many others

## Seminar Highlights

Overview of Marketing Measurements	Marketing Measurement & its importance in your organisation
Basics about Marketing ROI	Defining Marketing ROI & linking marketing activities to metrics
ROI-based Marketing Plan	Setting objectives-based budgeting to meet corporate revenue
Key Marketing Measurement Methods	Employing metrics for major media types & media mechanics
Utilising Marketing Mix Modelling (MMM)	Insights on how MMM drives improvements for revenue & ROI
Consumers Choices & ROI	Executing consumer purchase funnel, conjoint analysis & more
Metrics & ROI of Social Media	Building Social Media Engagement measurement framework
Incorporating Marketing Measurement	Linking Marketing ROI, The C-Suite & you

The seminar will be conducted in English (no interpretation).

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# How to maximise success for your marketing activities & campaigns?

While marketing campaigns have increased recently in Vietnam, hardly are measurement approaches done or properly conducted. Many companies do not have a results-capturing system as they see its insignificance in doing so; they are also hesitant to invest in marketing ROI training to save costs, which leads to insufficient expertise for the marketers. Besides, while TVCs, print ads and newspapers have posed analytic difficulties for marketers, social media are more challenging to specifically and accurately determine the returns of their adoption. In today's business, it is beyond the profit. Leveraging on marketing metrics and KPIs, its usage rules and application is getting more imperative for both companies and marketers to succeed in determining marketing performances and capabilities.

**Are you able to capture audiences' reaction & improve their impression for newspapers, TVCs & print ads?**  
**Do you know how to track & monitor user engagement for Facebook & Twitter?**  
**Are you able to customise analytics to suit your marketing purposes?**

This 2-day practical seminar on “**Marketing Measurement in Vietnam**” will provide you with tactics to link marketing activities to revenue, profit and success metrics, regardless of channels used. With hands-on sessions and varied case studies, you will be able to determine performances of traditional media, cost-effective marketing measurement, measure integrated marketing campaigns, utilise data collection tools such as Google Analytics, build Social Media Engagement measurement framework, and understand how consumers make choices to improve messaging and ROI. At the end of the seminar, you will learn the successful seven-step process to incorporate marketing measurement in your business.

**Optimise Marketing Strategies to Improve Your Business Performances NOW!**

## Benefits of Attending

- **Learn** how to identify Marketing ROI in your organisation
- **Utilise** the experimental design tool such as Split-cell, A/B testing to improve response rates
- **Gain** insights on how to use Marketing Mix Modelling to optimise advertising mix and promotional tactics
- **Understand** how 4P3C1E framework works for marketing accountability over periods
- **Find out** tools such as Google Analytics for data collection and insight
- **Learn** tactics on how to measure integrated marketing campaigns
- **Determine** consumer choices and how they can improve messaging and ROI
- **Develop** a Social Media Measurement framework and calculate SMM through the Influencer Funnel
- **Scrutinise** results, marketing strategies and improve measurement approaches

## Who Should Attend

Directors, Heads of Marketing, Digital/Social Media Marketing, Branding, Professionals in-charge of Marketing Communications, Business Development and other senior decision makers

## About Your Seminar Leader



### Guy R. Powell, *President, DemandROMI, USA*

Guy R. Powell has over 20 years experience in senior level sales & marketing in the US and worldwide, both on the client and consulting sides. He helps marketers develop unique solutions to make data driven decisions to improve marketing effectiveness with astounding bottom-line results. Guy founded DemandROMI, a consulting firm and ProRelevant, a marketing software development company, focused solely on helping marketers improve their tactical and strategic decision-making to drive more revenue, profit, brand and share.

Guy's strategic marketing consulting career began as management consultant with AT Kearney on a wide range of projects, for both mid-tier and Global 100 companies, providing strategic assessments, re-alignments and business turn-arounds. Prior to founding DemandROMI, he served as VP of Sales & Marketing for a number of companies delivering growth through innovative product, marketing and selling programs providing hands on insight into both sides of marketing (corporate and agency/consulting).

Guy's direct industry experience includes consumer package goods, digital electronics, high tech, brewery, frozen food, automotive, cable & wire, consumer durables, airlines, media & entertainment and many others. His clients include AT&T, Microsoft, Garuda Indonesia, Guinness Anchor Berhad, Unilever, United Guaranty Corporation, Atlanta Gas Light and many others.

**demandROMI**  
How and Improve your Marketing Performance

## SESSION 1 WHY MARKETING ROI IS IMPERATIVE TODAY

- Identifying Marketing ROI in your organisation
- A framework to understand Marketing ROI
- Linking the Marketing ROI Continuum and your organisation
- Defining the Marketing Measurement Culture
- Efficiency metrics vs. effectiveness
- Practical Exercise: Determine your level on the Marketing ROI Continuum and Marketing ROI Culture
- Determining the ROI of ROI – How firms can cost-effectively invest in the right level of measurement and analytics to improve marketing effectiveness

## SESSION 2 IMPROVE INTERNAL COMMUNICATIONS ABOUT MARKETING ROI BY REVIEWING ITS CONCEPTS

- Linking results to marketing activities
- Defining Marketing ROI and related concepts
- Linking marketing activities to revenue, profit, and other success metrics
- Rules for using Marketing ROI
- Lead management and improving marketing effectiveness
- Mini-case study: How a mobile cell-phone services company was able to implement a Marketing ROI culture into their organisation to drive these gains

## SESSION 3 WIN THE BUDGET BATTLE & REDUCE INEFFICIENT SPEND WITH A ROI-BASED MARKETING PLAN

- Objectives-based marketing budgeting to meet corporate revenue objectives
- Building a Marketing ROI Culture
- Interactive Exercise: Aligning your budget to corporate objectives using the Marketing ROI campaign authorisation form

## SESSION 4 KEY MARKETING EFFECTIVENESS MEASUREMENT METHODS

- Defining success metrics for your business – All major media types will be covered, including TV, Newspapers, Social Media and others
- Utilising the experimental design tool: Split-cell, A/B testing
- Marketing media mechanics
- Marketing ROI culture questionnaire
- Interactive Exercise: Experimental design - Develop an A/B test to measure marketing program effectiveness

## SESSION 5 UTILISE MARKETING MIX MODELLING (MMM) TO DRIVE SIGNIFICANT IMPROVEMENTS IN MARKETING SUCCESS

- Introduction to MMM to drive significant improvements in marketing success
- Gaining insights on how MMM works to increase revenue
- How to use MMM for a greater increase in ROI
- Measuring integrated marketing campaigns
- The 4P3C1E framework
- The 4Ps (Kotler): Product, Price, Place and Promotion across the category
- The 3Cs: Customer, Competitor and Channel. Whereas the Place P covers the distribution channel actions taken by the competitors in the channel, this Channel "C" refers to actions taken by the channel itself (e.g., its own advertising, store growth, etc.)
- 1E: Exogenous factors – Critical in many industries in determining true marketing effectiveness
- Data collection tools to be discussed include Nielsen, TNS, brand trackers, Google Analytics, Facebook Insights and others
- Case study: Confectionary; credit card processor
- Mini-exercise: Consumer products' company, using Marketing ROI coefficients
- Mini-case study: How a global tele-communications provider used the purchase committee concept to measurably improve customer relationships
- Interactive exercise: Determine data sources to implement an MMM
- Breakout session: Getting the data

## SESSION 6 UNDERSTAND HOW CONSUMERS MAKE CHOICES TO IMPROVE MESSAGING & ROI

- Consumer purchase funnel and brand equity
- Choice and conjoint analysis
- Determine key elements to building a marketing dashboard
- Sponsorships and Marketing ROI
- Case study: Online advertising, offline sales
- Case study: Software provider
- Case study: How a Vietnamese FMCG drives brand value to deliver increased revenue
- Exercise: How an Asian airline used retention analytics to minimise lost corporate accounts
- Mini-case studies: Retail; Wireless telecommunications

## SESSION 7 METRICS & ROI OF SOCIAL MEDIA IN TODAY'S DYNAMIC ENVIRONMENT

- The community engagement funnel
- Comparison of traditional and social media
- Definition of virality
- Developing a Social Media Engagement measurement framework
- Calculating the SMM through the Influencer Funnel
- Creating a Community Engagement Funnel and develop a community which promotes peer-recommendation
- Understanding and tracking the behaviour of an average customer throughout the marketing process using the Purchase Funnel method
- Mini-case studies: How a Malaysian FMCG used advanced metrics to measure the marketing contribution from Facebook; How a global software company measured success of their social community
- Breakout session: Social Media Engagement: Dove vs. Olay. Which one wins?

## SESSION 8 THE SUCCESSFUL SEVEN-STEP PROCESS TO INCORPORATE MARKETING ROI IN YOUR BUSINESS

- Understanding your consumer
- Getting your costs accounted for
- Tracking and managing with a dashboard
- Choosing your analytical method
- Scrutinise your results but then act
- Developing an objectives based marketing plan
- Review and look for areas of improvement
- Marketing ROI, The C-Suite and you
- Case study: How an FMCG company used the process to look for high value opportunities

## SESSION 9 SEMINAR CLOSING

- Getting started
- Marketing ROI and your career

\* Topics are covered with hands-on practical exercises by the Speaker and case study examples.

# Marketing Measurement in Vietnam

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(Please photocopy for more delegates).  
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## Contact

Ms Elaine Dang (in Singapore) or  
Ms Truc Lieu (in Vietnam) via:

## 5 Ways to Register or Enquire

- 1 Tel : (65) 6592 7366 (Singapore) / (84 8) 6674 0137 (Vietnam)
- 2 Fax : (65) 6338 6702 (Singapore) / (84 8) 3526 8364 (Vietnam)
- 3 Email : elaine@conferences.com.sg (Singapore) / pmv-seminar@focusmedia-vn.com (Vietnam)
- 4 Web : www.conferences.com.sg (Singapore) / www.focusmedia-vn.com (Vietnam)
- 5 Post : Pacific Conferences Pte Ltd, 111 North Bridge Road, #15-04 Peninsula Plaza, Singapore 179098  
Focus Media, 10J Trần Nhật Duật Str., Tân Định Ward, Dist.1, HCMC

Please register the following delegate(s) for the event

- 2-Day Seminar:  1 – 2 March 2012 • Hotel Equatorial • Ho Chi Minh City, Vietnam
- I would like to claim a 10% discount as a member of  CanCham  SBG  Vietnam Marcom (Membership Number: \_\_\_\_\_)
- I am unable to attend but please put me in your mailing list.
- I am interested in sponsorship opportunities.

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Mobile			
Email Address			
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<b>Registration Contact</b>			
Name :	Job Title & Department :	Email :	DID :
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Full Company Name :	Nature of Business :		
Address :			
<b>For Vietnam-Registered Companies</b>	<b>Tax Code :</b>	<b>Red Receipt Required : Yes / No</b>	

Seminar Fee	Early Bird Fee (Payment Before 27 Jan 12)	Regular Fee (Payment After 27 Jan 12)
Vietnam-Registered Companies	US\$695	US\$895
Other Companies	US\$995	US\$1,195

## Payment Methods

All payments to be made payable to **Pacific Conferences Pte Ltd** or to **FOCUS MEDIA** in **US\$** and are nett of bank charges. **Bank charges are to be borne by registrants.**

Please tick and fill in the following:

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Please fax confirmation of bank transfer to **Ms Elaine Dang** at (65) 6338 6702 or **Ms Truc Lieu** at (84 8) 3526 8364 quoting your **company's name, delegate's name** and **invoice number** on your fax and bank transfer.

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## Seminar Venue & Hotel Reservation

### Hotel Equatorial Ho Chi Minh City

242 Tran Binh Trong, District 5, Ho Chi Minh City, Vietnam  
Tel: (84 8) 3839 7777 Fax: (84 8) 3835 9969 Email: pnhuong@hcm.equatorial.com  
Attn: Sandra Phan Thi Ngoc Huong - Senior Sales Manager Banquet & Catering

Hotel room reservation and hotel billing are to be made by delegates directly with the Hotel. To enjoy applicable corporate room rates, please quote "**Pacific Conferences Corporate Rate.**" Hotel reservation and travel arrangements are the responsibility of the registrant.

## Important Note

- Vietnam registered companies need to pay fee with additional 10% VAT.
- Only corporate registrations will be accepted.
- Group Discount:** Groups of 3 or more booking at the same time from the same company and of the same billing source will receive a 10% discount off the total delegate fees.
- Early Bird Promotion:** Fees will only be valid if payment is received by 27 Jan 2012, after which Regular fees will apply.
- Full payment is mandatory upon registration for admission to the event.**
- Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
- Fee includes lunch, refreshments and documentation.
- The organiser reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

## Cancellations & Replacements

A replacement is welcome if you are unable to attend. A refund less 10% administrative charge will be made for cancellation received in writing by **3 Feb 2012**. A 50% refund and a set of seminar documentation will be given for cancellation received by **17 Feb 2012**. Regrettably, no refund can be made for cancellation received after **17 Feb 2012** or for "no show" participant. You will however receive a set of documentation.

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Please send me the brochures for the following conferences and workshops as ticked below.  (Please fill in contact details above and return via fax).

### January 2012

- Best Practices in Internal Audit, *Spore & Hong Kong*

### February 2012

- Mobile Marketing in Indonesia, *Jakarta*  
 Pharma Product & Brand Marketing in Asia 2012, *Singapore*  
 Integrated Marketing & Communications for Higher Education Providers, *Spore & Hong Kong*  
 Best Practices for Corporate Counsel, *Spore & Hong Kong*

### March 2012

- Social Media & PR 2012, *Spore & Hong Kong*  
 Digital Branding, *Spore & Hong Kong*