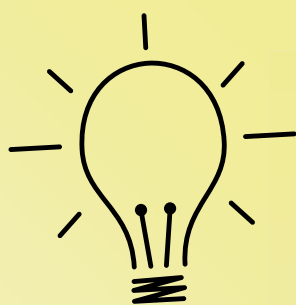




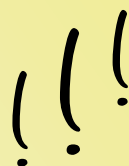
31st NATIONAL MARKETING CONFERENCE

# Marketing Innovation for 2011

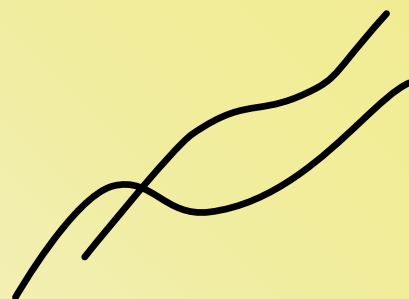
CREATIVE STRATEGIES FOR GROWTH



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Wednesday  
**3 November 2010**

One Day Conference  
**Four Seasons Hotel Dublin**

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# Marketing Innovation for 2011

## CREATIVE STRATEGIES FOR GROWTH

### Why You Need to Join us at this Conference

There is no more pressing issue for Irish business in general, and Irish marketing in particular, than creating a process of innovation for competitive advantage. We have brought together a panel of Irish and international experts to help us get to grips with this issue, to ensure that your marketing strategies for 2011 are as creative and innovative as they can be. If you are responsible for leading your company's marketing strategies, you need to be here!

#### Tom Trainor

Chief Executive, Marketing Institute of Ireland

8.30am – 8.35am

#### Michael Carey

### Welcome

Michael Carey one of Ireland's foremost entrepreneurs, and a career marketer, is the current chairman of the board of the Marketing Institute of Ireland. As executive chairman and majority shareholder of the Jacob Fruitfield Food Group, Michael has created a business with revenues in excess of €100m with a stable of household name brands. Michael is also a Director of the Consumer Foods Board of Bord Bia, and a Director of Traidlinks, an NGO established to promote enterprise in the developing world, a member of the Advisory Board of Smurfit Graduate Business School, UCD and Chairman of the Soul of Haiti Foundation. Michael won the Ernst & Young Industry Entrepreneur of the Year in 2005 and the Alumnus of the Year Smurfit Business School in 2010.

8.35am – 8.40am

#### Eamon Gilmore TD

### Opening

Eamon Gilmore has been Leader of the Labour Party since September 2007, and he has represented the Dún Laoghaire constituency as Teachta Dála since 1989. During the 1994-97 Rainbow government, he served as Minister for State for Marine, overseeing major reforms and investment.

8.40am – 8.45am

#### Ivan Yates

### Conference Chairman

Ivan presents *Breakfast* on Newstalk 106-108 FM, bringing listeners all the news, sport, business, comment and analysis each weekday morning from 6.30am. A former Minister for Agriculture Food and Forestry, and Fine Gael's front bench spokesman for finance for a number of years, Ivan left a promising political career to lead Celtic Bookmakers. He is a non executive chairman of a number of significant companies, and he's a regular media commentator on current affairs and business.



Tom Trainor



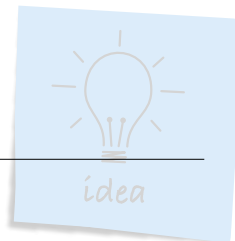
Michael Carey



Eamon Gilmore TD



Ivan Yates



8.45am – 9.45am



Constantin Gurdgiev

**Constantin Gurdgiev**

## Global Economic Outlook & Ireland's Road to Recovery

**The backdrop that marketing leaders need to understand before setting future strategies.**

Dr Constantin Gurdgiev is Head of Macroeconomics, Global Centre for Economic Development, Institute for Business Value, IBM and Adjunct Lecturer in Finance, Trinity College, Dublin and Economics Advisor to the Irish Exporters Association. Constantin writes regular columns and frequently contributes to Irish and international publications. He writes a popular daily economics and finance blog. Constantin holds a PhD in Macroeconomics from Trinity College, Dublin, an MA in Economics from Johns Hopkins University, and an MA in Mathematics from the University of California, Los Angeles. Constantin has in the past been Head of Global Strategy and Research with Heinz Associates, and Director of Research with NCB Stockbrokers.

9.45am – 10.45am



Martin Thomas

**Martin Thomas**

## Marketing as Innovation Leader

**How marketing must now lead by unleashing energy and creativity throughout the business.**

Martin Thomas has over 20 years of experience as a marketing practitioner, trainer and author, which has helped him develop deep and compelling insights into how marketing leaders need to adjust and respond to the fast-changing challenges that face us at present. Martin has managed several award-winning advertising media, PR and sponsorship agencies, and worked with many of the world's largest corporations. He has been a pioneer of integrated brand and communications planning as a specialist marketing discipline. Martin is co-author of *Crowd Surfing: Surviving & Thriving in the Age of Empowerment*. His next book, *Loose*, will be published in spring 2011. A very popular speaker at previous MII conferences, Martin is back by popular demand.

10.45am – 11.15am Networking Break

**“ The time for introspection is over. Now is the time for marketers to set the corporate agenda, reinvigorate the innovation process and drive revenue growth by leveraging the power of new technology and responding to changing consumer behaviour and expectations. ”**

**Martin Thomas**



Jerry Kennelly

11.15am – 11.45am

## Jerry Kennelly Innovating to Global Scale

**Using innovation to break the mould and enable rapid growth in an entrepreneurial environment.**

Jerry Kennelly is a highly innovative entrepreneur. He founded Stockbyte which captured 10% of the global royalty-free stock photography market in ten years. He has been honored by the Deloitte Fast 50 Awards and selected as the Ernst & Young Emerging Entrepreneur of the Year. Jerry has spearheaded the Young Entrepreneur Programme, involving 1600 students being guided through the business start-up process, and an adult version of the programme has recently been launched. He has also recently founded Tweak.com, with a concept based on innovation, creating a unique market space, offering agency-standard creative design for advertising and print collateral – created through a web browser and downloadable in minutes.

11.45am – 12.45pm

## Anne Sawbridge Innovation for Product Leadership

**The role of new product innovation in the growth mix and the keys to creating genuinely differentiated new products.**

Anne Sawbridge is Global Innovation Director at Cadbury. She was previously Managing Director at Cadbury Ireland having returned from three years as Vice-President Marketing for Neutrogena in Los Angeles, where she won the US industry award for Best New Skincare Launch in 2005. Anne's career has been in fast moving consumer goods, and she has developed a reputation for driving growth and innovation through consumer centric strategies, executed with excellence in the marketplace. She thrives on the challenge of finding more new breakthrough ways to engage and excite customers in better ways than ever before! Anne holds a B.Comm and an MBS from UCD.



Anne Sawbridge

12.45pm – 2.15pm Lunch and Networking

## Conference Schedule – at a glance

7.45am – 8.30am	<b>Networking Breakfast</b>	2.15pm – 3.30pm	<b>Stephen Shapiro</b>
8.30am – 8.35am	<b>Michael Carey</b> Welcome	3.30pm – 3.50pm	<b>Networking Break</b>
8.35am – 8.40am	<b>Eamon Gilmore TD</b> Opening	3.50pm – 5.15pm	<b>Patou Nuytemans</b>
8.40am – 8.45am	<b>Ivan Yates</b> Outline of Conference	5.15pm	<b>Close</b>
8.45am – 9.45am	<b>Constantin Gurdgiev</b>		
9.45am – 10.45am	<b>Martin Thomas</b>		
10.45am – 11.15am	<b>Networking Break</b>		
11.15am – 11.45am	<b>Jerry Kennelly</b>		
11.45am – 12.45pm	<b>Anne Sawbridge</b>		
12.45pm – 2.15pm	<b>Lunch and Networking</b>		



Stephen Shapiro

2.15pm – 3.30pm

## Stephen Shapiro

### 24/7 Innovation

**How to create a lean action based framework that will move your business through three key stages into a state of “perpetual innovation”.**

Steve Shapiro has over 20 years of practitioner experience in innovation. During his 15 year tenure with Accenture, Steve established and led their Global Process Excellence Practice, delivering innovation training to 20,000 consultants. He is the author of *24/7 Innovation: A Blueprint for Surviving and Thriving in an Age of Change* (McGraw-Hill). Featured in *Newsweek*, *Investors Business Daily*, and *The New York Times*, this work outlined his step-by-step programme for instilling a mindset of ongoing innovation within an organisation to achieve and sustain a leadership position in any market. Steve is currently Chief Innovation Evangelist for InnoCentive, the open innovation leader.

“ Innovation, as with any capability, needs to be measurable and measured. ”

Stephen Shapiro Author of *24/7 Innovation*

3.30pm – 3.50pm Networking Break

3.50pm – 5.15pm

## Patou Nuytemans

### 21st Century Marketing

**Adding digital as a channel to your marketing mix isn't enough. New marketing behaviour is needed that will solve the marketing funnel more effectively and see brands play a bigger role in consumers' lives.**

As Chief Digital Officer with Ogilvy Europe, Patou is very well placed to assess the way in which international marketing leaders are most effectively incorporating innovation into their businesses. Patou's career has seen her always at the forefront of innovation. In her early career with Ogilvy she gained experience in CRM, direct marketing and integrated marketing. She then joined Microsoft as Direct and Online Communications Manager, Benelux. Several years later she re-joined Ogilvy as the European Account Director for IBM Software, and later moved to NY as Ogilvy's first Global Knowledge Manager. Today she leads Ogilvy's digital capabilities across all disciplines and is passionate about enthusing colleagues and clients on the new marketing age.

5.15pm Close

“ Above the line? Below the line? Today there is no line. Digital affects all of us. It has caused a true paradigm shift, turning consumers into the engaged citizens of a new digital democracy. ”

Patou Nuytemans Chief Digital Officer, Ogilvy Group Europe



Patou Nuytemans





## 31st NATIONAL MARKETING CONFERENCE

### FIVE EASY WAYS TO REGISTER

- ONLINE** [www.mii.ie/conference](http://www.mii.ie/conference)
- EMAIL** [conference10@mii.ie](mailto:conference10@mii.ie)
- PHONE** **Cecilia** +353 1 216 0156  
**Marie Therese** +353 1 216 0150
- FAX** + 353 1 295 2453
- POST** Marketing Institute of Ireland  
Marketing House  
South County Business Park  
Leopardstown, Dublin 18

### VENUE

The Four Seasons Hotel  
Simmons Court Road, Ballsbridge, Dublin 4

### EXHIBITION OPPORTUNITIES

Generate new leads by taking exhibition space at this major marketing gathering.

For details contact Marie Therese at +353 1 216 0150 or [mtc@mii.ie](mailto:mtc@mii.ie)

### KEY DATES

**Deadline for EARLY BIRD RATES:**

**11 October 2010**

Bookings Close: Monday 1 November 2010

Conference: Wednesday 3 November 2010

### GET THE BEST RATES

**EARLY BIRD DISCOUNT SAVE €100**

**Register before 11 October 2010**

MII Member €390

Non-Member €490

Register after 11 October 2010

MII Member €490

Non-Member €590

**3+ DISCOUNT**

Save a further 10% by booking 3+ delegates from the same company.

## Irish Independent

The **Irish Independent** holds the unique and undisputed position as Ireland's largest selling and best read daily newspaper, with 560,000 readers daily. This is a testament to its authoritative and trusted platform of vibrant journalism across all sectors. This also underlines how readers are reacting so positively to the Irish Independent's comprehensive package of ground-breaking news stories, cutting-edge sports coverage, informative and incisive features and magazines, first-class business and farming sections all of which set the agenda in their respective fields.

Each day within a dual format newspaper it delivers something for everyone. Its supplements and magazines are second to none, with first class coverage on Health, Farming, Irish language and culture, Business, Property, Entertainment, daily Sports supplements and everyone's favourite – Weekend magazine.

With a line up like this it's clear to see why the Irish Independent is continually Ireland's national quality daily newspaper. [www.independent.ie](http://www.independent.ie)

## **newstalk.** 106-108 fm

Newstalk 106-108 fm is Ireland's independent national talk radio broadcaster and brings the very best in opinions, analysis, entertainment and sport to 551,000 listeners weekly. Newstalk is wittier, sharper and more controversial than any other broadcaster. It's never afraid to try something new and provides more relevant content for a modern Ireland. It has top quality broadcasters such as George Hook, Sean Moncrieff, Ivan Yates, Tom Dunne and Eamon Dunphy. Over the years, the station has scooped several accolades at the PPI Awards, the Irish radio Oscars including being the current National Station of the Year. [www.newstalk.ie](http://www.newstalk.ie)

[www.mii.ie/conference](http://www.mii.ie/conference)