



**30TH NATIONAL MARKETING CONFERENCE**

**WEDNESDAY, 4 NOVEMBER 2009  
THE FOUR SEASONS HOTEL, DUBLIN**

**NEW  
MARKETING  
REALITIES**

**Irish Independent**   
MEDIA PARTNER

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**TOM TRAINOR**

## WHY YOU NEED TO JOIN US AT THIS CONFERENCE

Many Irish businesses are facing the toughest trading conditions they have ever experienced. This is more than just a blip, and a number of forces are converging to create a fundamental shift in the marketing environment. This is not something that can be managed by just trying harder. Rather, an in-depth understanding of what is happening is required by marketing leaders. The National Marketing Conference is aimed at surfacing and highlighting the changes and their implications for marketing.

We have brought together a panel of Irish and international experts to help us put the picture together, and to ensure that your marketing strategies for 2010 are as well-informed and robust as they can be.

If you are responsible for leading your company's marketing responses to the tough times ahead, you need to be there!

### **Tom Trainor**

Chief Executive  
Marketing Institute of Ireland



**GEORGE LEE TD**

### **GEORGE LEE TD**

#### **THE 30TH NATIONAL MARKETING CONFERENCE WILL BE OPENED BY GEORGE LEE TD**

Prior to taking a Dáil seat earlier this year, George Lee had been economics editor with RTÉ since 1996, providing him with an excellent overview of our recent economic history. George was named Irish Journalist of the Year in 1998 after helping uncover a major banking scandal. He has devised, researched and presented several television series, including *Moneybox*, *More To Do* and *Winds of Change*. Earlier in his career, George was senior economist at Riada Stockbrokers. He also worked as treasury economist with FTI and as an economist with the Central Bank of Ireland. George is a graduate of University College Dublin and holds an MSc in economics from the London School of Economics.



**KEELIN SHANLEY**

### **KEELIN SHANLEY CONFERENCE MODERATOR**

Keelin Shanley is a presenter/reporter with RTÉ's *Prime Time*, Ireland's leading current-affairs programme. As well as her studio work, Keelin has worked extensively on the *Prime Time Investigates* series, and she has won a number of national media awards for documentaries covering hot topics such as Ireland's alcohol use and crime. Keelin has also presented *Drivetime* and *Morning Ireland* on RTÉ Radio 1. She has also worked as Africa reporter for Radio France International and for CNN World Report.

## CONFERENCE SESSIONS

- 7.45am – 8.30am** NETWORKING BREAKFAST  
**8.30am – 8.35am** WELCOME TOM TRAINOR  
**8.35am – 8.45am** CONFERENCE OPENING GEORGE LEE TD  
**8.45am** CONFERENCE OUTLINE KEELIN SHANLEY



**8.45am – 9.45am**  
**DAN O'BRIEN**  
**ECONOMIC REALITIES FOR IRISH FIRMS**

**WHAT ARE THE UNDERLYING SHIFTS IN OUR ECONOMY, AND WHAT ARE THE IMPLICATIONS FOR IRISH BUSINESSES?**

**Dan O'Brien** is a senior economist and editor at the Economist Intelligence Unit, the business information arm of The Economist Group. He specialises in European economic and political affairs, at both European Union and national levels, and global trade and investment issues. He regularly addresses conferences and meetings in Europe and further afield, comments for broadcast media such as CNN, BBC and Al-Jazeera, and contributes to publications including the *Financial Times*, the *International Herald Tribune*, *The Wall Street Journal Europe* and *The Economist*. He was previously employed in the foreign service of the Europe Commission and as an economics lecturer.



**9.45am – 10.45am**  
**MARTIN THOMAS**  
**RETHINKING MARKETING**

**HOW SHOULD MARKETING LEADERS RESPOND TO THE NEW ECONOMIC REALITIES TO ENSURE THEIR FIRM IS AMONG THE WINNERS?**

**Martin Thomas** has been a pioneer of integrated brand and communications planning as a specialist marketing discipline. He is a marketing consultant, writer and trainer, with over 20 years of experience within the marketing communications industry. During this time he has managed award-winning advertising media, PR and sponsorship agencies and worked with many of the world's largest corporations. He has advised clients across a range of communications disciplines, including advertising, sponsorship, event marketing, media relations, new media and direct marketing. His first book, *Crowd Surfing: Surviving and thriving in the age of consumer empowerment*, was published last year.

**10.45am – 11.15am** COFFEE

**Technology may have reframed what is going on, but it's still about human nature. The basic principles still hold true, like the art of good communication, understanding your audiences, your consumers, your employees, empathetic tools ...'**

**MARTIN THOMAS**



**11.15am – 11.45am**

**CAROLAN LENNON**

**RESPONDING TO SUPERTRENDS AND AN EVER-CHANGING CONSUMER**

**HOW CAN A FIRM IDENTIFY AND TRACK SUPERTRENDS, AND HOW CAN IT STAY AHEAD OF CHANGES IN CONSUMER BEHAVIOUR AND PREFERENCES?**

**Carolan Lennon** is director of Vodafone's consumer business in Ireland. She has held various senior roles managing Vodafone's mass-market growth and its brand migration from Eircell to Vodafone. She has also led Vodafone's brand stretch into the fixed and DSL markets. Carolan brings a unique insight into the Irish consumer's consumption of products and services in the telecoms sector, and is well placed to articulate a view on how new media and social networking will evolve. Carolan holds a degree in information technology and an MBA from Trinity College. She has lectured at university level and has recently been awarded fellowship of the Marketing Institute of Ireland.



**11.45am – 12.30pm**

**SYLVIA ROWE**

**GLOBAL FOOD AND HEALTH TRENDS – WHERE IS THE CONSUMER?**

**WHAT ARE THE FORCES AT WORK ON THIS HUGE SECTOR, AND WHAT DOES THIS ALL MEAN FOR MARKETERS TODAY AND TOMORROW?**

**Sylvia Rowe** is a leading expert in communications and issues management in the food sector. She is adjunct professor at Tufts University and the University of Massachusetts Amherst, and has produced and hosted several television and radio talk shows in the US covering social, political, economic and consumer issues. As president and CEO of the International Food Information Council she helped establish it as a leader in consumer research and communications. She has served on several boards and advisory committees, and is a member of the International Women's Leadership Forum and the National Press Club. She holds a bachelor's degree from Wellesley College and a master's degree from Harvard University.

**12.30 – 2.00pm LUNCH**

**As a big swingin' marketer with a big swingin' budget,  
I didn't incorporate much buzz into my marketing.  
I also didn't achieve *breakaway growth*'**

**MARK HUGHES**



**2.00pm – 3.30pm**

**MARK HUGHES**

**OUTTHINK VS OUTSPEND YOUR  
COMPETITION IN A RECESSION**

**HOW WILL YOU CAPTURE THE ATTENTION OF  
CONSUMERS IN THE CURRENT ENVIRONMENT,  
AND MAKE YOUR BRAND ENTERTAINING,  
FASCINATING AND NEWSWORTHY?**

**Mark Hughes** grew eBay's Half.com from zero to eight million customers as its vice-president of marketing in less than three years. He did that by outthinking versus outspending, and his renaming of Half.com, Oregon was dubbed by *Time* magazine as "one of the greatest publicity coups" in history. Mark's marketing background spans from small start-ups to huge brands, and before Half.com, Mark's career was with PepsiCo's Pizza Hut Division; Pep Boys, the automotive aftermarket retailer; and American Mobile Satellite. Mark holds an MBA in marketing and international business from Columbia Business School, and his bestselling book, *Buzzmarketing*, has received accolades across the world.



**4.00pm – 5.00pm**

**STEPHEN MCINTYRE**

**HOW THE INTERNET IS CHANGING  
MARKETING**

**WHY MARKETING WILL NEVER BE THE SAME  
AGAIN, AND WHAT YOU NEED TO KNOW TO  
STAY AHEAD**

**Stephen McIntyre** is director of online sales and operations at Google, with responsibility for advertisers across southern and eastern Europe, the Middle East, and Africa (EMEA). This region includes some of Google's fastest-growing markets globally. Stephen began his career in engineering with Nokia and Ericsson in Ireland, the UK, Portugal and Mexico. He has advised mobile-phone operators around the world on new product platform roll-outs. Stephen has engineering degrees from Trinity College Dublin and Cornell University, and an MBA from Harvard Business School. He is based at Google's EMEA headquarters in Dublin, the second largest office within the Google network.

**3.30pm – 4.00pm COFFEE**

**5.00pm CLOSE**



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### FIVE EASY WAYS TO REGISTER

**ONLINE** [www.mii.ie/conference](http://www.mii.ie/conference)  
**EMAIL** conference09@mii.ie  
**PHONE** **Lourda** +353 1 216 0154  
**Marie Thérèse** +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, Simonscourt Road,  
Ballsbridge, Dublin 4

### KEY DATES

Deadline for **Early Bird Rates: Friday, 9 October 2009**  
Bookings close: **Monday, 2 November 2009**  
Conference: **Wednesday, 4 November 2009**



The Marketing Institute of Ireland,  
Marketing House, South County Business Park, Leopardstown, Dublin 18  
Tel: +353 1 295 2355 Fax: +353 1 295 2453 Email: [www.mii.ie](http://www.mii.ie)

### GET THE BEST RATES!

**MII Member Rate:** €490  
**Non-Member Rate** €590

## EARLY BIRD DISCOUNT SAVE €100

**Save €100 on both of the above rates by  
booking before Friday, 9 October.**

### 3+ DISCOUNT

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

### EXHIBITION OPPORTUNITIES

Ensure that your company connects with Ireland's marketing decision makers and generates new leads by taking exhibition space at this major gathering. For details contact Marie Thérèse on +353 1 216 0150 or email [mtc@mii.ie](mailto:mtc@mii.ie)

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

**Irish Independent**   
MEDIA PARTNER

**The Irish Independent** holds the unique and undisputed position as Ireland's largest and best-read daily newspaper. It is the only truly mass circulation paper in the daily market, with circulation continuing to be very evenly spread geographically. Its dual compact/broadsheet format makes it a newspaper for the modern age, marrying authority and incisiveness with optimum readability. The paper has an impressive array of writing talent, and its extensive range of columnists and feature writers remains unrivalled in the market. Its expanded business coverage under Maeve Dineen, with Economics Editor Brendan Keenan, is the most comprehensive and authoritative in the daily market. See [www.independent.ie](http://www.independent.ie)

 **vodafone**  
SPONSOR

**Vodafone** entered the market in 2001, after acquiring Eircell in the largest-ever deal in Irish corporate history. Today the company is Ireland's leading mobile communications operator, and its vision is to be the communications leader in an increasingly connected world. Almost half of Vodafone's workforce work in customer care, providing customer support 24 hours a day, seven days a week. Vodafone is at the forefront of innovation and it introduced Ireland's first 3G broadband network providing nationwide mobile broadband access. The company continues to lead the market, with the introduction of innovative and best-in-class products and services. See [www.vodafone.ie](http://www.vodafone.ie)