

32nd National Marketing Conference



Differentiation for Growth

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Give your business the lift it needs in 2012



Wednesday 9th November 2011

Four Seasons Hotel, Simonscourt Road, Ballsbridge, Dublin 4, Ireland

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Why You Need to Join us at this Conference



Tom Trainor

Chief Executive,
Marketing Institute of Ireland

There is no more pressing issue for Irish business in general, and Irish marketing in particular, than devising strategies that will assure growth in adverse conditions. Putting clear blue water between you and your competition, differentiating yourself, is key. 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 2012 have differentiation at their core. If you are responsible for leading your company's marketing strategies, you need to be here!



Alex Gibson

Conference Moderator

Alex Gibson is senior lecturer in marketing at Dublin Institute of Technology and Visiting Professor at ESSEC Business School, Paris. He has extensive broadcasting experience on television, radio and online, and he presents The Persuaders on Dublin City FM, Ireland's only radio programme dedicated to marketing issues. Alex has served on the European board of the Hospitality Sales and Marketing Association International, and has received its Lifetime Achievement Award. His numerous other accolades includes Business Podcaster of the Year and Marketing Educator of the Year, and his professional experience includes marketing roles with Nabisco, Danone and Holiday Inn.



8.30am – 8.35am

Welcome

Michael Carey

Michael Carey is one of Ireland's foremost entrepreneurs, and a career marketer. As chairman and majority shareholder of the Jacob Fruitfield Food Group, Michael has created a business with revenues in excess of €100m, and a stable of household name brands. It has been recently agreed to merger that business with the Valeo Food Group to create Ireland's largest ambient food company with annual sales of €300m and many of the leading Irish food brands in its portfolio. He will retain a significant share of that group and will join its board as a non-executive director. Michael is also a Director of the Consumer Foods Board of Bord Bia, a member of the Advisory Board of Smurfit Graduate Business School at UCD, and Chairman of both Traidlinks (an NGO established to promote enterprise in Uganda) and of the Soul of Haiti Foundation. Michael won the Ernst & Young Industry Entrepreneur of the Year in 2005, and Smurfit Business School Alumnus of the Year in 2010.



8.35am – 8.40am

Opening

Richard Bruton TD

Minister for Jobs, Enterprise and Innovation

Richard Bruton TD is Minister for Jobs, Enterprise and Innovation. He represents Dublin North Central in Dáil Éireann and is a Research Economist by profession. His front bench experience is extensive, spanning portfolios including finance, education and science, employment, economic planning and public sector reform. He also held the post of Director of Policy. Minister Bruton was first elected as Teachta Dála in 1982. He was Minister of State at the Department of Industry and Commerce 1986-87, and Minister for Enterprise and Employment 1994-97, and he chaired the European Industrial Council during Ireland's EU presidency in 1996.

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8.45am – 9.45am

The Economic Growth Outlook for 2012

Brendan Keenan and Marc Coleman

The background that marketing leaders need to understand before setting strategies



Brendan Keenan



Marc Coleman

Brendan Keenan

Brendan Keenan is Economics Editor at Independent Newspapers. He joined the group in 1983, and held the positions of Business Editor with the Irish Independent and subsequently Group Business Editor, and he introduced the Thursday business supplement. Previously Brendan was Ireland Correspondent with the Financial Times, and before that was Economics Correspondent with RTÉ. Originally from Belfast, Brendan completed a degree in Economics at Queens University, and joined the Belfast Telegraph as a reporter, going on to become Deputy Political Correspondent.

Marc Coleman

Marc presents "Coleman at Large" on Newstalk 106-108fm, one of Ireland's fastest growing current affairs radio shows and writes a weekly economics column for the Sunday Independent. A former Economist with the European Central Bank and before that the Department of Finance, Marc's policy insights into the economic crisis are unrivalled. He is the author of two widely acclaimed and best-selling books on Ireland's economy and recovery. In addition to two Masters degrees in economics, he holds a scholarship MBA and is a prominent speaker on the lecture circuit.

"The economy hangs in the balance and government can tip that balance in favour of continued recovery by supporting Irish businesses in their quest for competitive advantage and steering clear of unnecessary tax increases"

Marc Coleman

9.45am – 10.45am



The Evolving Role of Marketing Leader

Caroline Taylor

Increased Focus on Differentiation, ROI from Marketing and Long Term Growth.

Caroline Taylor is Vice President of Marketing, Communications and Citizenship at IBM with responsibility for Britain and Ireland. Based in London, she manages the strategy and delivery for both IBM's brand and reputation, and its sales pipeline development. Her team spans all aspects of the go-to-market strategy and execution; including market segment management, marketing communications, public relations and corporate social responsibility. Previously at IBM, Caroline spent two years as VP of Marketing for the company's SMB (Small Medium Business) organisation, three years as Director of Marketing for the consulting services division, and eight years as a senior marketing manager in the software and systems divisions. Prior to joining IBM, Caroline spent six years in the independent software sector in sales and marketing roles.

10.45am – 11.15am Networking Break

11.15am – 12.00pm



Brand Purpose and Values that Inspire Growth

David Cotter

From functional benefits to emotional connections: branding and differentiating in this modern age

David Cotter is Country Manager for P&G in Ireland, with responsibility for the full portfolio of P&G brands. David's brand management career began at P&G, when he worked on the iconic Fairy Liquid brand. After a period with Diageo in Dublin in a New Business Development role launching Draught Guinness in a bottle, David re-joined P&G and helped establish the first Dublin-based sales team. He then spent five years in Geneva on the Pringles Global Franchise leading the Global Marketing and New Product Development group. During this period, Pringles innovation pipeline grew from just two to over twenty initiatives per annum, sales increased by 50 percent and Pringles joined P&G's exclusive Billion Dollar Brand group. David spent a further two years in Geneva as the EMEA Marketing Director for the pet care business before returning as Customer Business Development Director to P&G Ireland in 2009.



12.00pm – 12.45pm

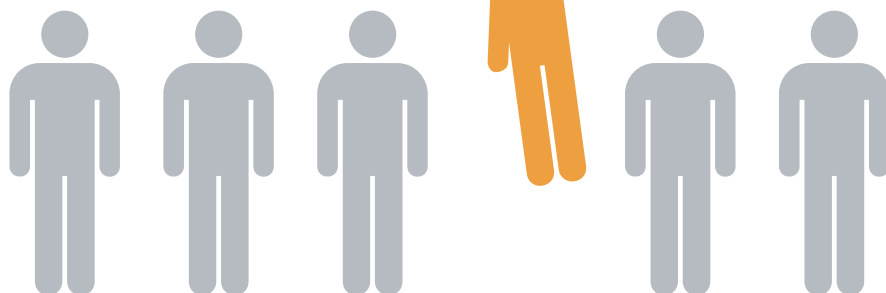
Can Marketers Differentiate in the Post-Tiger Environment

Colin Gordon

The need for Marketers to tackle new realities

Colin is CEO of Glanbia Consumer Foods – Ireland's largest Food company. He has extensive experience in FMCG having worked in various organisations at senior level for the last 25 years. He founded, and chaired for 5 years, Bord Bia's Brand Forum, is a Board member of Bord Bia's Consumer Foods Board, and Chair of IBEC's Food and Drink Industries Ireland (FDII). Colin has served as President of Appeals for the IGBF where he is now Vice-Chair, and has worked on a number of Government and non-government Advisory groups looking at the role of industry and Agri-Food in the wider societal context. Colin went to Trinity and UCD and is a Fellow of the Marketing Institute of Ireland since 1999. He is a regular speaker at trade and industry conferences.

12.45pm – 2.15pm Lunch and Networking



Conference Schedule – at a glance

7.45am – 8.30am	Networking Breakfast	11.15am – 12.00pm	David Cotter
8.30am – 8.35am	Michael Carey Welcome	12.00pm – 12.45pm	Colin Gordon
8.35am – 8.40am	Richard Bruton TD Opening	12.45pm – 2.15pm	Lunch and Networking
8.40am – 8.45am	Alex Gibson Outline of Conference	2.15pm – 3.15pm	David Sneddon
8.45am – 9.45am	Brendan Keenan, Marc Coleman	3.15pm – 3.35pm	Networking Break
9.45am – 10.45am	Caroline Taylor	3.35pm – 4.45pm	Daniele Fiandaca
10.45am – 11.15am	Networking Break	4.45pm	Close



2.15pm – 3.15pm

Using Digital to Differentiate your Company in 2012

David Sneddon

Making use of established and emerging digital platforms to achieve growth in 2012

David Sneddon, Google Sales Director for Germany, Austria and Switzerland. Based at Google's EMEA Headquarters in Dublin, David runs a team advising clients across all aspects of Search, Display, Social and Mobile products. Previously he was Managing Director of Mindshare Ireland, the largest media buying agency in Ireland and part of GroupM/WPP. David has a wide range of experience in online and offline media with a particular interest and experience in retail, FMCG and financial services - he has worked with Unilever, Tayto, Danone, Nestlé, Irish Life and Permanent, 3 Mobile, Marks & Spencer and many others. Originally from the UK, David has been living in Ireland for 12 years and is able to offer a great perspective on how businesses can successfully use online to grow their businesses successfully. He has a BA from Birmingham University and a Masters in Business from Dublin City University.

3.15pm – 3.35pm Networking Break



3.35pm – 4.45pm

Communication is no Longer Linear

Daniele Fiandaca

Approaches to digital that will place you ahead of your competition

Daniele Fiandaca is the founder of Digital Fauna. Previously he ran the global digital communications agency Profero for over 10 years, building it from 20 to over 250 people globally, with a revenue of €23m and clients such as 3M, Apple, ASICS, Channel 4, IKEA, Johnson & Johnson, Lufthansa, MINI and Pepsico. He headed up Profero's global social media offering, The Hive, ensuring that the agency was rewired for the future, and has spent the last four years rewiring himself. Daniele was a founder of Creative Social, a collective of the world's top digital creative directors and it was under this guise that he self published, co-edited and co-authored Creative Social's first book, *Digital Advertising: Past, Present, and Future*. He works with econsultancy and he's a Masterclass Speaker at Hyper Island. Daniele has participated in juries including D&AD, Festival of Media, M&M Europe and Revolution.

4.45pm Close

“People today want to know what and who is behind our brands and our companies. They want to know if we share their values and if we’re making a difference in their lives. Social media gives everyone a microphone and, like it or not, people are a part of the conversation about our brands or companies — good, bad or indifferent. This is an opportunity we must embrace to show how we are different.”

David Cotter, P&G

Bookings

Online www.mii.ie/conference

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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 gathering. For details contact: Marie Thérèse at +353 1 216 0150 or mtc@mii.ie

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IBM

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