

THINKING
STARTS
HERE



FRESH



OCTOBER 5-6 2009 LAS VEGAS

**Join us at Brand ManageCamp 2009 for the
tools, insights and inspiration you need
to take your brand to the next level.**

brandmanagecamp.com

In partnership with:





BMC2009 is an intensive two-day conference that features the most engaging, dynamic speakers in branding – including industry mavericks, best-selling authors and world-renowned experts. These leaders in innovative brand thinking will cover a wide variety of topics to help you broaden your perspective, generate fresh, actionable ideas, and become a stronger marketer and a more dynamic leader.

Created by experienced branders over seven years ago, BMC understands that your role as a brand marketer is multi-faceted and complex. Our conference avoids the pitfalls of traditional and narrowly defined agendas, and instead takes a 360-degree approach to brand management. Regardless of your target audience's definition and demographics, you will leave BMC2009 with a wealth of fresh, energized ideas that you can immediately apply to your brands, your teams, your organization and yourself.

This year at BMC you will learn how to:

- Leverage the time-tested skills of winning entrepreneurs to become a successful 'intrapreneur'
- Avoid the potentially disastrous Brand Bubble
- Look ahead to Web 3.0 and what it means for marketing and branding strategies
- Manage your brand in a chaotic world
- Stimulate innovative creativity and generate breakthrough ideas
- Get past the obvious to the trends that can truly drive results
- Win in a world transformed by Social Technologies
- Drive better Marketing Accountability
- And much more!

Join us at Brand ManageCamp 2009 in Las Vegas for the inspiration you need to grow your brands! Fresh Thinking Starts Here!

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Monday, October 5, 2009

7:00am

BREAKFAST

8:00am

WELCOME - INTRODUCTION

8:20am

INTERNAL SUCCESS USING THE ART OF ENTREPRENEURSHIP



GUY KAWASAKI - Best-selling author of *Reality Check* and *The Art of The Start*; founder of Alltop.com and Truemors; former Apple Fellow; Managing Director of Garage Technology Ventures

Guy Kawasaki will kick-start Brand ManageCamp 2009 by sharing the vast knowledge acquired over years of entrepreneurship and venture capital.

He'll give you the tools you need to sell big ideas internally and generate the consensus, resources and funding required to make them happen.

He'll inspire you to move from ideas to action, and show you how to think, act and implement like a revolutionary of innovation and change.

9:10am

THE BRAND BUBBLE: THE LOOMING CRISIS IN BRAND VALUE AND HOW TO AVOID IT



JOHN GERZEMA - Best-selling author of *The Brand Bubble*; Chief Insights Officer of Y&R

In this eye-opening session, John Gerzema will reveal the potential looming disaster of the Brand Bubble and detail the secrets of the brands that are best avoiding it.

Filled with illustrative case examples, Gerzema will reverse engineer the practices of brands that are best connecting with customers to demonstrate what they are doing right and how you can replicate their success.

10:00am

BREAK

10:30am

STRATEGIES FOR WEB 3.0 AND BEYOND: WHAT'S NEXT FOR MARKETING AND BRAND MANAGEMENT PROFESSIONALS



AMBER MACARTHUR - New Media Specialist; Web Strategist; One of the 50 Most Influential Female Bloggers; *NOW* magazine's "Best Geek Personality" of 2006

In this day and age, it's critical to put a strong foot forward in the Web 2.0 space, but you must also consider what's coming next. How can marketing and brand managers plan campaigns for a future beyond Web 2.0? What's the next big trend in social media? What will power the Web 3.0 movement, and how will it affect marketing and branding strategies? Amber MacArthur will answer these questions and more in this engaging session.

11:20am

CHAOTICS: ELEVATING YOUR BRAND DOWNTURN



PHILLIP KOTLER – S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University; best-selling author of dozens of books including the recently released *Chaotics* as well as *Marketing Management*, *Principles of Marketing*, *Ten Deadly Marketing Sins*, and more

We have entered a new era of increasingly frequent and intense periods of turbulence in the global economy, requiring businesses and brands to develop a new mindset that allows them to thrive under the constant threat of chaos. In this fascinating session, marketing legend Philip Kotler will explain a powerful new system with a revolutionary set of guidelines designed to help businesses manage these waves of uncertainty.

12:10pm

LUNCH

1:30pm

AN INNOVATIVE KICK IN THE PANTS: UNLOCKING INNOVATION FOR YOU AND YOUR BRANDS



SIMON BRAY – Head of Capability for ?What If! North America

In this highly interactive workshop full of stories, Simon Bray will share a set of tools used to build innovation capability at some of the world's largest companies. He will demonstrate how you can apply these tools to enhance creativity in both your business and personal life.

3:00pm

BREAK

3:30pm

IMPROVING MARKETING ROI: STEPS, TOOLS AND CRITICAL FACTORS THAT BOOST PERFORMANCE



Panel Discussion Led By KEVIN CLANCY – Best-selling author of *Counterintuitive Marketing* and *Your Gut is Still Not Smarter Than Your Head*; Chairman of Copernicus Marketing Consulting

Noted author and Marketing Research Hall of Famer Kevin Clancy will lead a panel of marketers from B2C and B2B companies as they share their ROI-improvement experiences. Discussion will focus on the specific approaches and actions panelists took to achieve their ultimate objective – a more positive ROI.

4:20pm

TREND HUNTING: HOW TO GET PAST THE OBVIOUS AND FIND TRUE OPPORTUNITIES FOR YOUR BRANDS



JEREMY GUTSCHE – Founder of Trendhunter.com, the world's largest network for trend-spotting and innovation

Trend hunting involves a methodical approach to identifying clusters of opportunity that are meaningful for your specific problem. In this impactful end to Day One of BMC2009, Jeremy Gutsche will explain how to leverage cutting-edge techniques to stimulate innovative creativity and generate breakthrough ideas, and how to unlock "cool" in a way that your competition cannot.

5:10pm

COCKTAIL RECEPTION

Tuesday, October 6, 2009

7:00am **BREAKFAST**

8:00am **WELCOME BACK - DAY TWO KICKOFF**

8:10am **TEN RULES FOR BRANDING IN A POST-BRAND WORLD**



JONATHAN SALEM BASKIN – Author of *Branding Only Works on Cattle*; *Advertising Age* columnist; *Information Week* blogger; creator of *Dim Bulb*

In this energetic start to Day Two of BMC2009, Jonathan Salem Baskin will detail the case for the post-branded world and provide ten rules to help you make decisions, large and small, about your brand and marketing projects.

9:00am **GROUNDSWELL: WINNING IN A WORLD TRANSFORMED BY SOCIAL TECHNOLOGIES**



CHARLENE LI – Best-selling author of *Groundswell: Winning in a World Transformed by Social Technologies*

In this session filled with case studies from around the world, Charlene Li will detail proven strategies for tapping the Groundswell – the phenomenon of customers using online tools to connect with others and take charge of their own experiences. She will explain why the technologies themselves are far less important than the objectives and strategies needed to harness their energy, and will answer the question on everyone's mind: "How can I get my company positioned to embrace Groundswell thinking?"

9:50am **THE MARKETING ACCOUNTABILITY IMPERATIVE: DRIVING SUPERIOR RETURNS ON MARKETING INVESTMENTS**



MICHAEL DUNN – Author of *The Marketing Accountability Imperative*; CEO and Chairman of Prophet

In this timely session, Michael Dunn will outline how to improve the effectiveness of your marketing efforts and ensure that business growth follows. He will use case studies and practical advice to help you make better marketing investment decisions and achieve your marketing accountability goals.

10:40am **BREAK**

11:10am

**THE POWER OF SYNTHESIS: LEARNING TO WIN BY
PIECING TOGETHER SEEMINGLY UNRELATED INSIGHTS,
EVENTS, THOUGHTS AND MORE INTO NEW, LARGER,
HOLISTIC IDEAS**



JIM LECINSKI – Google’s Managing Director of Central Region

In this thought-provoking session, Jim Lecinski will explain the concept of Synthesis (the polar opposite of the more ubiquitous Analysis) and provide a toolkit of strategies that you can immediately apply to everyday brand challenges.

12:00pm

**MASTERING THE POWER OF NONVERBAL
COMMUNICATION FOR PERSONAL SUCCESS**



JOE NAVARRO – Author of *What Every BODY Is Saying*
and 25-year veteran of the FBI

Nonverbal behaviors comprise approximately 60-65% of all interpersonal communication. They can instantly reveal a person’s true thoughts, feelings and intentions. In this dynamic conclusion to BMC2009, ex-FBI spy-hunter Joe Navarro will explore how successful people have used nonverbal communication to achieve their goals. He will teach you how to leverage simple nonverbals that instantly establish trust and authority, and will explain how to avoid hidden pitfalls and get a better understanding of your audience through their own nonverbals.

1:00pm

CONFERENCE CLOSE

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AMA members receive an additional **10% discount**

Register before July 1, 2009	\$1,999
Register before August 1, 2009	\$2,099
Register before September 1, 2009	\$2,299
Register on or after September 1, 2009	\$2,499

REGISTRATION FORM

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Preferred Name for Badge: _____

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HOTEL INFORMATION:

SIGNATURE AT MGM GRAND, 145 East Harmon Avenue, Las Vegas, NV 89109

Tel: (877) 727-0007, signaturemgmgrand.com

ManageCamp Inc. has arranged a group rate of \$149.00 per night for attendees.

Reservations must be made by September 4, 2009 to be eligible for this special rate.

REGISTER ONLINE AT: brandmanagecamp.com

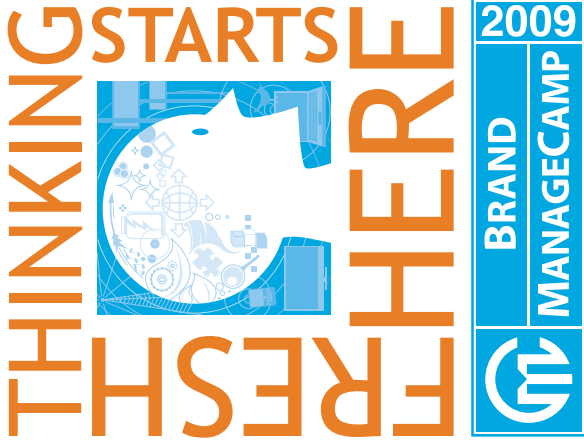
Or fax registration form to: (856) 988-8583

Or mail with check payment to: ManageCamp Inc., 1 Eves Drive, Suite 148, Marlton, NJ 08053

Or call: (800) 707-0477 or (856) 988-8580

Conference Cancellation Policy: Should you need to cancel for any reason, please inform ManageCamp Inc. IN WRITING before September 9th, 2009 and a credit voucher for the full amount will be issued. If you prefer, a refund, less a \$495 non-refundable deposit, will be issued. No refunds or credits will be given for cancellations received on or after September 9th, 2009. Substitutions may be made at any time. Please indicate upon registration whether you are eligible for a discount. No two discounts can be combined. If, for any reason, ManageCamp Inc. decides to cancel this conference, ManageCamp Inc. does not accept responsibility for covering airfare, hotel or other costs incurred by the registrants. Program content subject to change without notice.

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