



Want to be part of B2B Marketing Conference in Community?



# Next Generation Marketing

1st European B2B Marketing Conference

Organised by:



1 & 2 December 2010  
Scandic Berlin Potsdamer Platz Hotel

# NEXT GENERATION MARKETING



Knowledge Goes Social

## 1st European B2B Marketing Conference

With speakers from leading companies:



**Key-note:**  
**Chris Brogan**

**CHRIS BROGAN**



**John Gerosa** - Industry  
Leader, Technology Markets  
- Google



**Peter O'Neill** - Vice President  
- Forrester Research



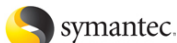
**Rick Segal**, Worldwide  
President and Chief Practice  
Officer - GyroHSR



**Andrea Monaci** - Enterprise  
Business, Marketing  
Director Europe, Middle East  
& Africa - HP



**Joel Harrison**, Editor -  
B2B Marketing



**Jamie Cowper** - Principle  
Product Marketing Manager -  
Symantec



**Marc Ranner**, Business Imaging  
Marketing Communication Director,  
Corporate and Marketing  
Communication - Canon



**Roy van Griensven** - Director,  
Business Process Manager  
Marketing (B2B) - Philips



**Dominik Domink** -  
Director Marketing - PAYPAL



**Jort Possel** - Marketing  
Director, Digital Strategy  
Lead, France, BeNeLux -  
Accenture



**Annenieke Bossen** - Head  
of B2B Marketing - KLM



**Kirsten Knipp** - Director  
of Product Evangelism -  
Hubspot



**Madlen Nicolaus**, Head Social  
Media Manager Europe, Africa and  
Middle East Region - Kodak



**Osman Khan** - Senior  
Lecturer in Marketing -  
Royal Docks Business School,  
University of East London



**Nicole Simon** - Social Media  
Strategist - iTive



**Thierry Collet** - Vice President  
Global Marketing & Education  
- Dassault Systèmes



**Richard Evans**, Marketing  
Director - Silverpop

# Next Generation Marketing, 1&2 December 2010, Berlin

## Day One, December 1st 2010

8:30 Registration and welcome coffee

9:00 Opening remarks from KGS and Chairperson Joel Harrison, Editor, B2B Marketing

9:15 Keynote Speaker: Chris Brogan

10:00 Panel Discussion  
*Rick Segal, Worldwide President and Chief Practice Officer - Gyro HSR, moderating a panel discussion Agency 3.0*

11:00 NETWORKING BREAK

11:30 **Aligning Sales and Marketing Strategies for Increased Success**

- Ensuring sales and marketing work closely together throughout the whole process: from lead generation to CRM
- Establishing a clear strategy on tactics and messaging
- Understanding which content generates the best leads by listening to your sales team
- Collaborating to solve customers problems whilst using marketing to exhibit solutions
- Utilising your employees and sales force as company ambassadors
- How can you successfully ensure that leads are being fully utilised by sales?

*Jamie Cowper - Principle Product Marketing Manager - Symantec*

12:00 **Keys to Engagement: Building Dialogues around Customer Insight and Highly Relevant Content**

- Gathering Customer Data - Then Using It
- Developing Content that Leads to a Dialogue
- Nurturing Consumers from Perusal to Purchase and Beyond
- Communicating Over the Right Channels at the Right Time

*Richard Evans - Marketing Director - Silverpop*

12:30 **Effectively Marketing to Fortune 500 Companies**

- Understanding customer challenges, the growth plan and finding a focus: choosing the right list of clients to sell to, ranking them from first to last and considerations on the sales and marketing model
- Evaluating which marketing campaign portfolio fits the growth strategy: some examples of the mix, from digital to face-to-face, analysts and press campaigns
- Discussing strategies to reduce marketing costs
- Aligning sales and marketing whilst measuring the results: simplifying the metrics that force alignment to strategy and track execution
- Considering the sales coverage and marketing organisation models. A wrap up to understand "Did marketing add value to the sale?"

*Andrea Monaci - Enterprise Business, Marketing Director Europe, Middle East and Africa - HP*

13:00 **Learning From KLM's Award Winning B2B LCM Strategy**

- Examining how KLM used state of the art video marketing for their corporate benefits programme
- Working with predesigned profiles of companies and automatic email marketing campaigns
- Managing mid to smaller accounts cost efficiently through this programme
- Investigating KLM's relaunched B2B online communities

*Annemieke Bossen - Head of B2B Marketing - KLM*

13:30 NETWORKING LUNCH WITH ROUNDTABLE DISCUSSIONS

14:30 **How B2B Tech Marketers Can Tune Their Social Media Campaigns For Europe**

- Hearing from Forrester's North American and European B2B Social Technographics Online Survey 2010
- Examining various European markets and their behaviours
- Discussing why you should be sensitive to variation when planning and implementing global social media strategies
- Examining the survey and specific European results
- Successfully developing your social media strategy based on the survey results

*Peter O'Neill - Vice President - Forrester Research*

15:00 **Building The Modern Marketing Team**

- Examining 'demand generation process planning' to build your team specifications
- Evaluating the end-to-end process to increase success
- Selecting and assigning the right people with the right skill to do the right tasks
- Understanding that if you change your marketing strategy you may need to change your staff also

*Rick Segal, Worldwide President and Chief Practice Officer - Gyro HSR*

15:30 **Modernizing your business marketing efforts with inbound marketing**

- Capitalising on modern inbound marketing techniques, SEO and marketing
- Taking advantage of the way prospects seek out information by leveraging the blogosphere and engaging in social media
- Providing insights into the changing nature of business shopping
- Uncovering actionable steps businesses can use to utilise inbound marketing, optimize their websites and get found by more prospects
- Converting a higher percentage of prospects into paying customers

*Kirsten Knipp - Director of Product Evangelism - HubSpot*

16:00 NETWORKING BREAK

16:15 **How B2B Companies Can Leverage Search for Demand Generation**

- Examining the most successful strategies to improve search marketing
- Ensuring potential clients find your website and content online by utilising keywords effectively in social media, tags, content and titles
- Discovering the newest search marketing tools, methods and techniques that you can implement into your B2B strategies
- Maximising search marketing by fully optimising your content online

*John Gerosa - Industry Leader, Technology Markets - Google*

# Next Generation Marketing, 1&2 December 2010, Berlin

## Day One, December 1, 2010

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### 16:45 Utilising Storytelling in B2B Marketing

- Exploring the advantages of storytelling in B2B
- Crafting interesting, remarkable and memorable marketing stories
- Creating marketing stories that resonate with your target market
- Learning from B2C – what can we implement into B2B strategies and campaigns?

**Marc Ranner** - Business Imaging Marketing Communication Director, Corporate and Marketing Communication - **Canon**

### 17:15 Closing remarks by Joel Harrison, Editor - B2B Marketing

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### 17:30 Networking Reception

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## Day Two, December 2, 2010

### 8:00 Registration and welcome coffee

### 8:15 Opening remarks from KGS and Joel Harrison, Editor - B2B Marketing

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### 8:30 Workshop 1 Understanding How You Can Use Social Media For B2B Marketing Success

Attend this hands on workshop to learn how you can use Facebook, Twitter and other social media tools in your B2B marketing strategies.

- What B2B can learn from successful B2C companies
- How to build a relevant, exciting and interactive Facebook page for your company (and why that includes Twitter)
- Facilitate interaction between your company and 'fans' / 'friends' / 'followers'
- Maximise your content online through social media tools
- Learn how to be remarkable online
- Share your experiences with other attendees

**Andrea Vascellari** - CEO - **iTive**.

**Nicole Simon** - European Social Media Strategist - **iTive**

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### 10:00 NETWORKING BREAK

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### 10:30 How Dassault Sytemes Have Entered New Markets Through the Collaborative Tribe B2B Marketing Campaign

- Investigating how you can successfully create awareness in new B2B markets
- Utilising social media (Facebook, Twitter, YouTube) to connect with B2B prospects and customers
- Creating a competitive edge and being innovative through your B2B marketing tactics
- Learning how The Collaborative Tribe helped some of the social media platforms to rethink their value proposition for B2B businesses
- Evaluating and fixing the marketing campaign through analysis and understanding the market reaction
- Solving problems and challenges associated with the marketing campaign

**Thierry Collet** - Vice President, Global Marketing & Education - **Dassault Systemes**

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## Day Two, December 2, 2010

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### 11:00 Blogging for B2B Business Success

- Increasing sales and profits by utilising your blog as a PR tool whilst ensuring the blog is the core to your social media marketing strategy
- Remembering that the aim of a blog is to be conversational, informative, interactive and valuable
- Ensuring your focus is on your customer and their industry to provide real value
- Creating differentiation through your expertise, knowledge and credibility
- Developing new relationships with potential customers, partners and industry influencers by becoming an industry expert via your blog
- Maximising SEO through your blog

**Jort Possel** - Marketing Director, Digital Strategy Lead, France, BeNeLux - **Accenture**

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### 11:30 Mobile Revolution - Key Drivers/ Trends, Opportunity for B2B Marketing

- Understanding that mobile is an emerging and important media platform for B2B and how can you take advantage of it
- Integrating a mobile marketing strategy into sales and marketing
- Discussing mobile websites, apps/applications and new trends
- Profiting and increasing your bottom line through mobile campaigns
- Methods and techniques for measuring mobile marketing ROI

**John Gerosa** - Industry Leader, Technology Markets - **Google**

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### 12:00 Successful B2B Lead Nurturing

- Supporting your customer throughout the buying process; before, during and after
- Understanding the importance of lead nurturing to develop real relationships
- Utilising social media and online networks to nurture leads
- Nurturing existing customers and new leads with the same energy and enthusiasm
- Training your sales and marketing teams to be consistent and relevant
- Understanding and knowing when to stop nurturing leads

**Roy van Griensven** - Director, Business Process Manager Marketing (B2B) - **Philips**

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### 12:30 NETWORKING LUNCH

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### 13:30 Turning Friends, Followers and Fans into Sales Through Social Media

- Creating social media guidelines without being too limiting – what is the balance?
- Effectively utilising social media to communicate key messages to your B2B audience
- Building your brand through social media via your employees by empowering them to talk about your company and industry
- Understanding how to successfully measure social media campaigns
- Practically organising and managing social media when you are a 1 person marketing department
- Examining the best tools to keep track of what is being said about you online

**Madlen Nicolaus** - Head Social Media Manager Europe Africa & Middle East Region - **Kodak**

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# Next Generation Marketing, 1&2 December 2010, Berlin

Day Two, December 2, 2010

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## 14:00 **Brands, Brains, Business - How PAYPAL has used neuro-marketing to define it's brand and select media**

- Understanding and defining what neuromarketing is and how it is relevant to PayPal
- Discussing the difference between thinking and telling
- Learning about the connection between the brand and the brain
- Examining how PayPal are utilising neuroscience for their media channel selection

*Dominik Dommick - Director Marketing - PayPal*

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## 14:30 **Examining Loyalty in the B2B Domain**

- Investigating how to change from attitudes to emotional attachment
- Learning from best practices in B2B loyalty
- Developing a successful and great loyalty program
- Creating an effective model for looking at loyalty
- Managing customer loyalty for profitability

*Dr. Osman Khan - Senior Lecturer in Marketing - Royal Docks Business School, University of East London*

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## 15:00 NETWORKING BREAK

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## 15:30 **Workshop 2 The Inbound Marketing Workshop: Learn How to Modernize Your Business Marketing Efforts**

The way people search for products and services today has drastically changed from what was common practice just a few years ago. Today, potential customers are seeking out information through Google, blogs and social media. They're active participants who are more in control of their purchasing decisions. Still, businesses are failing to capitalise on modern, inbound marketing techniques - search engine optimisation and marketing, leveraging the blogosphere and engaging in social media - to take advantage of the way prospects seek out information.

This workshop, led by HubSpot Director of Product Evangelism Kirsten Knipp, will provide attendees with insight into the changing nature of business shopping and will walk attendees through hands-on, actionable steps businesses can use to take advantage of modern, inbound marketing techniques, optimize their websites to get found by more prospects and convert higher percentages of these prospects into paying customers. Activities covered in the workshop include creating content and maintaining a company blog, researching and choosing keywords for search engine optimization, engaging in social media sites, creating effective landing pages and ultimately measuring the success of inbound marketing programs.

*Kirsten Knipp - Director of Product Evangelism - HubSpot*

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## 17:00 **Closing remarks from Joel Harrison**

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## 17:15 **Closing remarks from KGS**

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## Official Hashtag for the event



Follow Twitter updates   
[@b2bmarketingeu](https://twitter.com/b2bmarketingeu)

join us on Facebook   
[www.facebook.com/B2BMarketingEurope!](http://www.facebook.com/B2BMarketingEurope!)

join us on LinkedIn group   
[B2B Marketing Europe](#)

check our KGS TV on Vimeo   
[www.vimeo.com/kgs](http://www.vimeo.com/kgs)

# General Registration Information

## Date

1 & 2 December, 2010

## Venue

Scandic Berlin Potsdamer Platz Hotel  
Gabriele-Tergit-Promenade 19,  
10963, Berlin, Germany  
Phone: +49 (0)30 700 779 0  
Fax: +49 (0)30 700 779 2211  
E-Mail: berlin@scandichotels.com  
Website: <http://www.scandichotels.com/Hotels/Promotional-pages/Berlin-Potsdamer-Platz/>

## Language

All conference sessions and materials will be in English.

## Target Audience

VPs, Board Members, Directors, Senior Managers, executives in charge of:

- Marketing
- Online & Social Media
- MarCom
- Marketing Program
- Channel Marketing
- Sales
- Presidents/CEOs/Managing Directors of SME companies
- Marketing Agencies
- Advertising Agencies

## How to register

Register online at [www.kgsglobal.com](http://www.kgsglobal.com) (payment by credit card or invoice). You will receive an email confirmation of your registration within five days; if you do not then please contact Katya Chapina at: [katya@kgsglobal.com](mailto:katya@kgsglobal.com)

## Fees

Full event pass: conference on Dec 1 and Dec 2: from €1195,00, from October 15 - €1395,00

VIP Ticket - conference on Dec 1 and Dec 2 (incl. speakers activities: pre-conference reception on Nov 30 2010 AND the speakers dinner on Dec 12 2010): €1395,00, after October 15: €1595,00

One Day Only - from €795,00, after October 15- €895,00

DVD (after the event) - €295,00

Full payment must be received in order to process your registration.

Fees include:

- Attendance to all the conference sessions
- Conference materials, including any available speakers' papers
- Lunches
- Tea and coffee during the breaks

Fees do not include:

- Travel cost
- Hotel accommodation

## List of participants

In order for your name to appear in the list of participants, which will be distributed at the conference, your registration form must be received by November 22 November 2010 at the latest.

## Registration confirmation

All documentation regarding your attendance at the conference is now obtained through the KGS website. Upon receipt of your payment for the conference a confirmation email will be sent containing instructions and updates. Registration confirmation will not be distributed by post.

## Travel arrangements and Visas

Participants are responsible for making their own travel arrangements. It is recommended that you check your visa requirements with your local Embassy or Consulate. We are unable to dispatch visa invitation letters to support your visa application prior to receipt of your registration form and full payment of registration fees. Please apply for your visa in good time.

## Hotel Accommodation

A limited number of rooms have been reserved at the Scandic Berlin Potsdamer Platz Hotel for the nights of 1-2 December inclusive.

Upon receipt of your signed registration form you will receive an email with information on how to secure your accommodation at the Scandic Berlin Potsdamer Platz Hotel.

The following rate is per room, per night and exclusive of continental breakfast, service charges and Value Added Tax at the prevailing 19%. Room rate €119 single room per night. Guests will need to provide a form of guarantee (credit card) at the time of booking. Guaranteed bookings can be cancelled or changed no later than 4pm one day before arrival. In case of late cancellation the guest will be subject to a late cancellation fee equal to the first nights stay.

Please note that after 3 November 2010 rooms and rates will be subject to availability and cannot be guaranteed at the special KGS conference rate.

As a limited number of rooms have been blocked at the hotels, availability cannot be guaranteed once the room block is full. Delegates are responsible for making accommodation reservations directly with the selected hotel and entering into an agreement with the hotel regarding credit card guarantees, cancellation terms and conditions, and room rates (should these differ from the special conference rate). KGS cannot accept responsibility for hotel accommodation disputes between a delegate and the hotel.

## Disabled access

Please notify us if you require special assistance.

## Promotional Literature

Please note that no individual or organisation may display or distribute publicity material or other printed matter during the conference, unless agreed upon and arranged with KGS. Organisations and companies wishing to discuss promotional opportunities should contact: Sponsorship Director, Katya Chapina tel: +31 70 300 2124 or email: [katya@kgsglobal.com](mailto:katya@kgsglobal.com)

## Dress code

Business Casual

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**Strategic partners:**



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For General Enquiries and Speaker Opportunities, please contact: Irina Kremin [ikremin@kgsglobal.com](mailto:ikremin@kgsglobal.com)

For Delegate, Registration and Sponsorship enquiries, please contact: Katya Chapina [katya@kgsglobal.com](mailto:katya@kgsglobal.com)

For Marketing, Press, Blog and Partnership enquiries, please contact: Lisanne Vos Director [lisanne@kgsglobal.com](mailto:lisanne@kgsglobal.com)