



MOBILE MARKETING Strategies Summit



Harness the Most Powerful Media Platform in the World

September 19-20, 2012



- ✓ 2 Full Days of Interactive Learning
- ✓ 4 Hands-On Workshops
- ✓ Case Studies from Leading Brands
- ✓ Dedicated B2B and B2C Tracks

Register by August 17th and save **\$200!**

Register Today! 888.409.4418
www.mobilemarketingstrategiesummit.com



Greetings from the Summit Organizer:

**Boston
2012**



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Blog: <http://socialmediastrategiessummit.com/blog/>

Dear Marketing Strategist:

Global Strategic Management Institute (GSMI) is excited to be hosting our Mobile Marketing Strategies Summit (MMSS), 2012 in Boston. With mobile app and web usage rising exponentially – and quickly surpassing desktop usage – 2012 is the year for your organization to harness the power of mobile marketing.

Why Mobile Marketing for Your Organization?

91% of all U.S. citizens have their mobile device within reach 24/7. (Source: Morgan Stanley.)

50% of mobile searches have led to purchases.

70% of mobile users have compared prices via the mobile web. (Source: Google "The Mobile Movement: Understanding Smartphone Users" 2011)

On average, Americans spend **2.7 hours** per day socializing on their mobile device. (Source: Microsoft tag.)

70% of all mobile searches result in action within 1 hour. (Source: Mobile Marketer.)

What do these numbers mean for you? Organizations can reach and interact with current and potential consumers around the clock. Learn how to do this successfully at MMSS.

MMSS is **the** mobile event of 2012, including compelling case studies, interactive workshops and innovative presentations that will help you:

- ✓ Measure and understand mobile ROI
- ✓ Craft a strategic approach to mobile
- ✓ Define mobile marketing for your organization
- ✓ Discover what other top name brands are doing within the mobile space

Attendees will leave the Summit with invaluable information and leading edge tools necessary to keep their organization competitive in an always-evolving mobile industry.

The GSMI team looks forward to seeing you in Boston!

Breanna Jacobs

Sincerely,
Breanna Jacobs
Conference Producer

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Why You Should Be There



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You Will Learn To:

- ✓ Identify How Mobile Can Impact Your Company's Marketing Plan
- ✓ Discover Growing Mobile Trends for 2012 and Beyond
- ✓ Maximize Your Organization's Mobile Efforts
- ✓ Integrate Social and Traditional Marketing into Your Mobile Strategy
- ✓ Measure and Understand Mobile ROI
- ✓ Craft and Execute Innovative Apps
- ✓ Increase Customer Satisfaction and Maintain Engagement

Who Should Attend:

Any and everyone interested in learning, from the best, how to harness the power of mobile marketing to further your brand's reach and impact.

Chief Executive Officers

Chief Marketing Officers

Chief Branding Officers

Business Owners

VPs, Directors and Managers of:

Marketing
Branding
Business Strategy
Customer Relations
Social Media
Public Relations

Online Community Managers
Social Media Assistants
Social Media Strategists
Business Development
Word of Mouth Marketers
Community Marketers

Media Sales
Agency Account Managers
Entrepreneurs
Financial Institutions
Retailers
Merchants
E-Commerce Executives

Mobile Product Innovations
Mobile Product Development
Daily Deal Networks
Solution Providers
Mobile Network Carriers/Operators



Speakers Include:

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Jonathan Stephen,
Head of Mobile,
JetBlue Airways



Sharon Knitter,
Senior Director of Mobile,
Cars.com



Jason Fulmines,
Director of Mobile,
Travelocity Global



Ross Sleight,
Chief Strategy Officer,
Somo Global



Anna Bager,
Vice President and General Manager,
IAB Mobile Marketing Center of Excellence



Ted Verani,
SVP of Sales and Marketing,
Trilibis Mobile



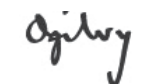
Michael Bayle,
Senior Vice President and General Manager,
ESPN Mobile



Jeff Klainberg,
Director of Mobile,
American Express OPEN



Mike Ricci,
Vice President - Digital Solutions Group,
Webtrends



Jeff Stokvis,
Director, Digital Strategy,
Ogilvy & Mather



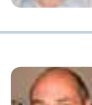
Brett Leary,
VP/ Director – Mobile,
DIGITAS



Lars Albright,
Co-founder and CEO,
SessionM



Greg Olson,
Founder,
Growl Agency



David Balcom,
Managing Director,
Digital Platforms,
American Cancer Society



Bruce Hershey,
Director Mobile Strategy,
Merkle



David Nguyen,
Director, Mobile Strategy
& Products,
Putnam Investments



Walt Doyle,
General Manager,
PayPal Media Network



George White,
Principal Consultant, Technical
Architect, **Cantina**



David Gill,
Vice President, Emerging Media,
Nielsen



Libby Smith,
Manager, Marketing,
Aircell



BJ Emerson,
VP of Technology,
Tasti-D-Lite



Agenda At A Glance



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Day One: Wednesday, September 19, 2012

Pre-Summit Workshops

7:30 Registration, Continental Breakfast, Coffee & Tea

8:00 WORKSHOP A

Mobile Marketing 3 T's of Success: Mobile Marketing Tips, Trends and Tactics
Greg Olson, Founder, [Growl Agency](#)

8:00 WORKSHOP B

Non-Profit Mobile Marketing: Building a Successful Mobile Program
David Balcom, Managing Director, Digital Platforms, [American Cancer Society](#)

10:00 Refreshments for Morning & Afternoon Workshop Attendees

10:15 WORKSHOP C

Mobile Marketing Fundamentals: Creating the Right Strategy for Your Organization
Bruce Hershey, Director of Mobile, [Merkle](#)

10:15 WORKSHOP D

Is a Mobile App Right for Your Company?
Ross Sleight, Chief Strategy Officer, [Somo Global](#)

General Summit

12:15 Luncheon for Workshop Attendees

1:15 Welcome and Introduction by Conference Producer - Breanna Jacobs

1:30 **Keynote: A Mobile Day in the Life of a Sports Fan**
Michael Bayle, Senior Vice-President & General Manager, [ESPN Mobile](#)

2:15 **Mobile Analytics: Why Measurement is Mission Critical for the Successful Mobile Marketer**
Mike Ricci, Vice President - Digital Solutions Group, [Webtrends](#)

3:30 Refreshments and Networking

3:45 **Mobile Web Strategies and Development Considerations for Keeping Up with Mobile-Savvy Consumers**
Ted Verani, SVP of Sales and Marketing, [Trilibis Mobile](#)

4:15 **From Purchase Funnel to Purchase Pretzel: Navigating Multiple Touch Points in a Multi-screen World**
Walt Doyle, General Manager, [PayPal Media Network](#)

5:15 Networking and Reception

“I am walking away equipped with best practices, new ideas and a bigger network of passionate mobile marketers.”

- Sheila Collins, Senior Manager Digital Commerce, American Express



“Best 2 days spent, ever!”

- Andy Panizza, Segment Marketing Manager, Avid Technology

Boston 2012

Agenda At A Glance



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Day Two: Thursday, September 20, 2012

General Summit

8:00 Registration and Breakfast

8:30 Introduction by Conference Producer, Breanna Jacobs

8:45 **Case Study: Mobile Strategy and the American Cancer Society**
David Balcom, *Managing Director, Digital Platforms, American Cancer Society*

CASE STUDY

9:30 **Keynote: How to Win in Mobile: Thinking Users Not Downloads**
Lars Albright, *Co-founder and CEO, SessionM*

10:15 Morning Break and Refreshments sponsored by:



Track A: Business to Business

10:30 **Mobilizing B2B - The Unnoticed Game Changer**
Jeff Stovkis, *Director, Digital Strategy, Ogilvy & Mather*

11:15 **Mobile Religion: Enable Your Company Evangelists through Mobile**
Greg Olson, *Founder, Growl Agency*

12:00 Lunch

1:00 **Keeping it Relevant: Staying in Touch with Your Mobile vs. Desktop Users**
Sharon Knitter, *Senior Director of Mobile, Cars.com*

1:45 **American Express Case Study: Re-imagining Customer Engagement in Mobile**
Jeff Klainberg, *Director of Mobile, American Express OPEN*

CASE STUDY

2:30 **Case Study: Empowering the Financial Services Sales Force with Mobile Apps**
David Nguyen, *Director, Mobile Strategy & Products, Putnam Investments*
George White, *Principal Consultant, Technical Architect, Cantina*

CASE STUDY

3:15 Afternoon Refreshments and Networking sponsored by:



3:30 **Closing Keynote: Mobile in the Real World – Understanding the Mobile Consumer in the Context of Traditional Media**
David Gill, *Vice President, Emerging Media, Nielsen*

4:15 Conference Concludes

Track B: Business to Consumer

10:30 **Mobile Marketing ROI: Converting Mobile Interactions to Transactions**
Jason Fulmines, *Director of Mobile, Travelocity Global*

11:15 **The Intersection of Local and Mobile**
Anna Bager, *Vice President and General Manager, IAB Mobile Marketing Center of Excellence*

12:00 Lunch

1:00 **Mobile Shopping: 1 Part Technology and 3 Parts Experience**
Brett Leary, *VP/Director - Mobile, DIGITAS*

1:45 **Case Study: Transforming Air Travel Through the Mobile Channel**
Jonathan Stephen, *Head of Mobile, JetBlue Airways*

CASE STUDY

2:30 **The Dynamic Duo: Mobile Integrated with Social**
BJ Emerson, *VP of Technology, Tasti-D-Lite*



Pre-Summit Workshops



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Why Attend a Pre-Summit Workshop?

Workshops will not only leave attendees with a clear understanding of how mobile will impact their overall marketing efforts, but additionally will equip them with practical and actionable tools to optimize any mobile strategy. In order to get the most out of this summit, attending a workshop is highly recommended. Having hands-on experience and knowledge of defining your organization's mobile strategy prior to the general conference sessions will give workshop attendees a huge advantage.

WORKSHOP A

Mobile Marketing 3 T's of Success: Mobile Marketing Tips, Trends and Tactics

Presented by:

Greg Olson, *Founder*, **Growl Agency**

Libby Smith, *Manager*, **Marketing, Aircell**

You already know that:

- Your customers are addicted to their mobile devices
- Mobile users are three times more likely to buy than PC users

So why isn't mobile marketing at the center of your sales and marketing plan?

It's time to capitalize on the intersection of local, mobile and social. We will discuss how to evaluate mobile tactics and methods for you to increase your marketing efforts.

Topics include:

- What measurements should be considered when using mobile marketing
- What customers really want when they engage on the small screen
- How brands are leveraging mobile to bridge the gap between digital and traditional advertising
- An in-depth discussion on developing a mobile app or mobile web application
- 5 tips to enhance your trade show marketing using mobile marketing



Pre-Summit Workshops



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WORKSHOP B

Non-Profit Mobile Marketing: Building a Successful Mobile Program

Presented by:

David Balcom, *Managing Director, Digital Platforms, American Cancer Society*

This workshop will focus on the steps taken to build a successful mobile platform.

Attendees will learn about:

- Establishing business requirements and key program objectives
- Devising a mobile strategy and educating
- Mobilizing internal executives and stakeholders

We'll look at how to develop and deliver mobile programs, and discuss the American Cancer Society's strategies, programs, performance and learnings gained.

WORKSHOP C

Mobile Marketing Fundamentals: Creating the Right Strategy for Your Organization

Presented by:

Bruce Hershey, *Director Mobile Strategy, Merkle, Inc.*

This workshop will focus on understanding, creating, and maintaining the right mobile marketing strategies for your brand. Bruce Hershey will kick off with what is fueling mobile marketing today by reviewing some key trends that will make a big difference in your mobile marketing strategy in 2012. This will be followed by what defines a great mobile strategy by reviewing the objectives and approach to the Merkle Mobile Index. As we take a high level view into this process, Bruce will start to uncover a study of 20 plus brand's mobile strategies which will frame out what makes them successful followed by some examples of brands to watch in mobile today.

The workshop will also focus on how to develop and maintain a sustainable mobile marketing strategy for your brand. Bruce will take a deep dive into the 4 Pillars of mobile marketing and discuss why these are the necessary ingredients to developing your mobile marketing strategy. He will also discuss the importance of starting with a mobile audit and developing mobile personas before the strategy and roadmap can be defined. An overview of the media integration calendar and mobile tactics that align with the brand's target audience will be provided. As he weaves through these proven approaches, Bruce will address the importance of a messaging strategy to keep your consumers engaged with minimal opt-out and how messaging and strategy can be optimized through a connected CRM to develop a true contact stream.

Finally, Bruce will showcase some case studies that have applied the 4 Pillars approach to mobile marketing with industry leading results, followed by some high level tips and recommendations.



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Keynote Session Include:

Presented by:

Lars Albright,
Co-founder and CEO,
SessionM

How to Win in Mobile: Thinking Users Not Downloads

It's no surprise that brands recognize the importance of the mobile channel when it comes to reaching consumers. But with more than 600,000 apps available for download in the Apple App Store alone, the mobile app ecosystem is overcrowded, resulting in fierce competition among brands to win mobile users' time. Combined with consumers' demand for fun and engaging experiences--all while expecting to be rewarded for their time--brand marketers are presented with a critical need to learn how to build apps to capture and retain consumers' attention or risk becoming just another app that is downloaded and never visited again.

Lars Albright, co-founder and CEO of SessionM, has unparalleled experience building mobile solutions that help brand marketers address issues associated with consumer retention, specifically reducing churn and increasing the time spent with the app.

Attendees to this presentation will learn:

- The primary elements required in apps to produce engaged, loyal users
- Why fresh content and game dynamics are critical to building a more valuable app experience
- How cultivating engaged app users can help brands reach unexpected marketing goals
- Success stories exploring how various brands implemented game dynamics to increase customer retention and engagement

Presented by:

David Gill,
Vice President of Emerging
Media,
Nielsen

Mobile in the Real World – Understanding the Mobile Consumer in the Context of Traditional Media

While the continued proliferation of smartphones is driving media companies to invest in the mobile platform, we are still in the early days of understanding the most effective way to make mobile work in tandem with traditional media. From co-viewing TV shows on the couch, to snapping 2D barcodes to payments at the register, the mobile device is upending traditional business models that have existed for decades. Nielsen has been closely following these trends for the past several years and attendees can expect insights into where, why and how traditional media is adjusting to these ubiquitous gadgets.

Key takeaways from the session include:

- What are consumers doing with their tablets and smartphones in their homes?
- Which Apps and websites are driving changes in interaction with print, radio and television? Is there any synergy?
- How is mobile changing the purchase funnel and how should media companies think about the mobile shopper?

Suggested attendees include publishers, agencies and brand marketers with an interest in understanding mobile's place in tomorrow's media environment.



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Plenary Sessions Include:

Presented by:

Mike Ricci,
Vice President - Digital
Solutions Group,
Webtrends

Mobile Analytics: Why Measurement is Mission Critical for the Successful Mobile Marketer

To succeed in mobile marketing, analytics should play a crucial role in the development of strategy, the prioritization of marketing spend and the optimization of these programs. But as some key research shows, this rigor isn't being consistently applied to this emerging channel. In fact, Forrester Research summarized the dilemma by calling mobile analytics "A Customer Intelligence Imperative".

In this session, Mike Ricci of Webtrends will focus on how marketers are using, and failing to use, mobile analytics, so attendees will come away with an understanding of how your organization's efforts stack up to the best in class. You'll also learn how leading mobile practitioners are harnessing the power of mobile analytics to build a culture of measurement that focuses intently on ROI. Mike will discuss how this data allows marketers to break down data silos, understand consumer behavior across digital channels and use this information to evolve your mobile programs, refine your user experiences, inform your eCRM efforts, and drive higher conversions throughout your programs.

Presented by:

Ted Verani,
SVP of Sales and Marketing,
Trilibis Mobile

Mobile Web Strategies and Development Considerations for Keeping Up with Mobile-Savvy Consumers

A marketer's job is to increase and maximize their brands' relationship with the customer. In today's hyper-connected consumer landscape, mobile web provides an always-on, always-connected channel to foster this relationship. But launching a simple mobile website is no longer enough – consumers expect a relevant and engaging user experience on their mobile devices. Companies who can't deliver on these increasingly high expectations risk losing their customers. In this session, Mr. Verani will discuss planning strategies and development considerations for creating engaging mobile web experiences that deliver on the ever-changing user expectations. Specifically, the session will explore adaptive design, mobile UI/UX, content relevancy and social media tie-ins, and will feature examples, lessons learned and best practices.

Presented by:

Walt Doyle,
General Manager,
PayPal Media Network

From Purchase Funnel to Purchase Pretzel: Navigating Multiple Touchpoints in a Multiscreen World

We are witnessing a sea change in the way people shop and engage with content across different screens and in the physical world. A consumer may begin their purchase journey in a store, on a phone, at their desktop, or on a tablet, then engage with the same brand or product across a multitude of different mediums and devices to discover, research, price check, etc. The end of that journey (or purchase) can occur at any one of those same touch points. The boundaries between the physical and digital world have disappeared and the purchase funnel has become a purchase pretzel! No longer is there e-commerce, offline commerce, m-commerce – there is simply commerce.

Advertisers now need the ability to reach their consumers across all of these touchpoints and mediums to drive a variety of responses, be it foot traffic to a retail location via mobile to check out a sale or redeem



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Plenary Sessions Include:

Presented by:

Walt Doyle,
General Manager,
PayPal Media Network

an offer, online when they are deep into research or post transaction when they may be looking for complimentary products or services. Brands need to be omni-present for consumers, and connect with them at the right time, the right place, and with the right message.

Walt Doyle, GM of PayPal Media Network, will discuss how advertisers can not only reach an audience but also reach the right audience at the right time and place by tying together data, location, and purchase history to deliver hyper-relevant and, when appropriate, hyper-local advertising and offers.

B2B Sessions Include:

Presented by:

Jeff Stokvis,
Director, Digital Strategy,
Ogilvy & Mather

Mobilizing B2B - The Unnoticed Game Changer

These days everyone is talking about the broad opportunities that smart mobility is delivering for brands and consumers. But much of the buzz has centered around the potential of smartphones and tablets for B2C applications in the marketplace, from utility-based shopping apps, to social check-ins, to magazines and newspapers on tablets.

But there is an elephant in the room that far fewer are highlighting. That elephant is the incredible transformative value that smart mobility is now delivering to B2B brands. In our work with our large roster of Fortune 500 B2B brands we've been seeing tremendous value being unlocked across the entire sales cycle for B2B products and services, everything from mobile advertising, to product education, to thought leadership, to in-person sales enablement, to solution collaboration, to new product lines, to customer support, to loyalty.

To help clarify this opportunity and identify just where some of the greatest value is being unlocked, we spoke to key stakeholders at several large B2B brands representing over half a trillion dollars (\$555BB+) in market capitalization to see just where they are focusing their efforts and seeing potential for their businesses. Consolidated with a variety of quantitative statistics about mobility in the marketplace, we have put together a comprehensive overview that will help you get started realizing value for your B2B business today. And the most important message of all, don't wait - the pace of change is extremely rapid and those that do not act will quickly be at a competitive disadvantage.

This session will touch on the following questions:

- Why is mobile more important now than ever for B2B?
- What are B2B brands doing to deliver the greatest value using smart mobile devices?
- When it comes to my B2B brand, how do I develop a mobile strategy and prioritize where to start?



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B2B Sessions Include:

Presented by:

Greg Olson, *Founder,*
Growl Agency

Libby Smith, *Manager,*
Marketing, Aircell

Mobile Religion: Enable Your Company Evangelists through Mobile

You know that:

- 91% of mobile users have their device within arms reach 24/7
- Mobile is on the verge of eclipsing the desktop/laptop
- Enterprise tablet adoption is estimated to grow by almost 50% per year
- Mobile marketing is no longer optional

Don't be left behind. While the mobile landscape explodes, so does the complexity of integrating mobile into a comprehensive campaign strategy. And your sales teams are an integral piece in making that happen.

Learn advanced mobile marketing solutions and tips to help B2B and B2C marketers increase sales, build brand awareness and engage buyers using mobile's unique attributes.

Hear how companies like Aircell implemented mobile into their marketing and sales enablement strategy.

Presented by:

Jeff Klainberg,
Director, Mobile Strategy,
American Express OPEN

American Express Case Study: Re-imagining Customer Engagement in Mobile

How does an American Express shift its marketing and customer relationship management of Small Businesses into the mobile space? In this session you will learn how a world-class marketing organization married unsurpassed customer service with the particular needs of Small Businesses on the go. Find out how American Express OPEN leveraged its unique assets to create engaging and value-driven mobile experiences.



Presented by:

David Nguyen,
*Director, Mobile Strategy
& Products,*
Putnam Investments

Case Study: Empowering the Financial Services Sales Force with Mobile Apps

Putnam Investments and Cantina will present key case study insights on the strategy and development of FundVisualizer™, a mobile and desktop resource for fund wholesalers and advisors to analyze and compare mutual funds. This innovative tool features compelling data visualization, up-to-date financial data, and collects valuable business intelligence.



George White,
Principal Consultant,
Technical Architect,
Cantina



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B2C Sessions Include:

Presented by:

Jason J. Fulmines,
Director,
Mobile, Travelocity

Mobile Marketing ROI: Converting Mobile Interactions to Transactions

Travelocity, a leading online travel agency since 1996, is aggressively executing their mobile strategy. Jason Fulmines, their Director of Mobile will present some of the key areas of focus and recent trends in the marketplace.

Key discussion topics include:

- How is the increasing adoption of smartphones impacting Travelocity?
- What are users doing differently on their handsets and tablets vs. traditional desktop?
- What is Travelocity doing to engage and enhance their experience?



Presented by:

Anna Bager,
Vice President and
General Manager,
IAB Mobile Marketing
Center of Excellence

The Intersection of Local and Mobile

The power of mobile lies in getting the right content to the right consumer in the right place at the right time. More than anything, mobile creates exciting new opportunities for delivering a message to an interested purchaser just as they are in the vicinity of a retailer, as they are holding an item in their hands, or are about to complete a purchase. Of course, leveraging location successfully is a lot more complicated than the myth of "Starbucks will text you a latte coupon as you walk by their door" makes it seem. Executing a localized mobile campaign requires planning, strategy, and help from technology enablers and others.

Who should be running mobile local campaigns? Everyone! If you are a national brand or a small business it is important for you to have a mobile local strategy. Especially if your goal is to drive customers to a physical location.

Anna Bager will explore:

- What advertisers thinking locally should know about mobile advertising opportunities today
- What kinds of geolocation or geotargeting are available and feasible on mobile
- Best practices for running local campaigns across platforms (mobile search, display, audio, video etc.)
- What's next in mobile local

You will come out of this session with a better understanding of how to take advantage of the intersection of mobile and location for optimal marketing capabilities.

Presented by:

Brett Leary,
VP/Director - Mobile,
DIGITAS

Mobile Shopping: 1 Part Technology and 3 Parts Experience

Join DIGITAS' Brett Leary on an interactive journey through the path-to-purchase to see why the intricacies of the various mobile technologies from SMS to 2D barcodes to NFC play a small part, albeit an important one, in the creation of real-to-digital world shopping experiences.

For mobile marketers, Brett will emphasize the importance of leveraging consumer behaviors to reveal moments of opportunity to connect via mobile experiences and why integrated marketing execution is more important than ever.



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Presented by:

Jonathan Stephen,
Head of Mobile,
JetBlue Airways

Case Study: Transforming Air Travel through the Mobile Channel

There is no question that mobile has transformed the way we work, live, and play. But what about air travel? Whether for business or simply for pleasure, mobile technology has impacted all phases of the travel life cycle. With advanced data networks and increased smartphone adoption, travelers now have instant access to information almost anywhere, anytime! Jonathan Stephen, Head of Mobile with JetBlue Airways, will dive into these topics as well as discuss ways in which the airline has used mobile to engage with its customers.

Here are some points to consider:

- Building a solid mobile strategy requires a strong foundation
- Best Practices and Case Studies
- Overview of JetBlue Mobile Products



Presented by:

Bj Emerson,
Vice President of Technology,
Tasti D-Lite, LLC

The Dynamic Duo: Mobile Integrated with Social

The mobility of consumers and rise of online social networks has marketers scrambling in many different directions. With customers adopting new technologies faster than businesses can implement them, making an impact in the digital realm has never been more daunting. Meanwhile, reaching consumers based on their current proximity to a business is no longer a futuristic concept. It is a present reality and many are already reaping great benefits. In this session we'll hear from one of the early pioneers of social, mobile and location-based marketing. You'll learn how Tasti D-Lite and Planet Smoothie are bridging the gap between mobile and social in an effort to engage and provide greater experiences for their customers.

Join us to learn:

- How to gain the insights required to successfully integrate your social and mobile efforts
- How to identify the where and how your customers are engaging
- How to integrate conventional loyalty programs with mobile and LBS applications
- How to go beyond the mechanics of the technologies and understand the dynamics involved to provide greater experiences for customers
- How to bridge the gap between the very personal mobile device and public digital displays

Session includes a give away of the new book "The Tasti D-Lite Way: Social Media Marketing Lessons for Building Loyalty and a Brand Customers Crave," to be released in September.



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Featured Exhibitors



Trilibis Mobile

Trilibis Mobile provides advanced mobile solutions to online brands, media companies, digital agencies and enterprises. The company leverages a decade of experience in mobile UI/UX design, product development and systems integration to develop and manage award winning mobile websites, tablet-optimized sites and hybrid apps. At the core of Trilibis is SmartPath®, a scalable cloud-based mobile publishing platform. SmartPath combines powerful device detection and rendering technology with extensive libraries and UI building tools, enabling creation of dynamic mobile web sites optimized for over 10,000 devices. Hundreds of mobile properties, generating billions of pageviews, are powered by Trilibis. To find out more, visit www.trilibis.com.



Cantina

Cantina designs, develops and offers strategic consulting for connected experiences on the web, smartphones, tablets and connected TV. Services include consultation and implementation for business technology, user experience, mobile services, video management and social integration. Industries served include financial services, retail and apparel, publishing, educational publishing, high tech, and education.

Break Sponsor

















Mobilozophy, LLC

Mobilozophy, LLC is a mobile marketing intelligence company that provides businesses the technology and services to push targeted engaging communications directly to audiences via mobile phones and other wireless devices for building and maintaining strong and profitable consumer relationships.

GSMI would like to thank the following Media Partners for their support:



TUITION:	1st Early-Bird June 22, 2012	2nd Early-Bird August 17, 2012	Regular
Commercial			
Summit Only	<input type="checkbox"/> \$895 	<input type="checkbox"/> \$1095 	<input type="checkbox"/> \$1295
Summit + 1 Workshop	<input type="checkbox"/> \$1290 	<input type="checkbox"/> \$1490 	<input type="checkbox"/> \$1690
Summit + 2 Workshops	<input type="checkbox"/> \$1685 	<input type="checkbox"/> \$1885 	<input type="checkbox"/> \$2085
1 Workshop	N/A	N/A	<input type="checkbox"/> \$395 
2 Workshops	N/A	N/A	<input type="checkbox"/> \$690
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Summit Only	<input type="checkbox"/> \$695 	<input type="checkbox"/> \$895 	<input type="checkbox"/> \$1095
Summit + 1 Workshop	<input type="checkbox"/> \$1090 	<input type="checkbox"/> \$1290 	<input type="checkbox"/> \$1490
Summit + 2 Workshops	<input type="checkbox"/> \$1485 	<input type="checkbox"/> \$1685 	<input type="checkbox"/> \$1885
1 workshop	N/A	N/A	<input type="checkbox"/> \$395 
2 workshops	N/A	N/A	<input type="checkbox"/> \$690

Group Discounts of 3 or more:

For information about group discounts of 3 or more people and TeamLearning opportunities for Mobile Marketing Strategies Summit, please contact: Jessica Drew at 888.409.4418 ex 708 or email her at jessica.drew@gsmiweb.com.

Summit Registration Includes:

- ✓ Continental breakfasts
- ✓ Breaks - snacks and beverages
- ✓ Lunches
- ✓ Networking Reception
- ✓ Access to all presentations, videos, mp3s
- ✓ Research reports



Global Strategic Management Institute is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417 Web site: www.nasba.org

ADMINISTRATIVE NOTE: For cancellations received in writing -

Four weeks or more prior to the event:	Four weeks or less prior to the event:
Full refund or Full Credit Voucher	No Refund; a Credit Voucher minus the \$300 cancellation fee

If you do not cancel your registration by the day of the event you will be charged your full registration fee

Credit vouchers may be applied toward any future GSMI event within one calendar year of the date of the cancellation. If GSMI decides to cancel any part of this event, the Company is not responsible for covering airfare, hotel or any other costs. Speakers, agenda, networking and recreational events are subject to change without notice. For more information regarding refunds please contact the customer service department at: 888.409.4418, ext. 1

SUBSTITUTION POLICY: Substitutions may be made up to the day of the event.

PAYMENT POLICY:

Payments can be made by American express, Visa, MasterCard, Company Check (USD checks must be drawn on a US bank), or by wire transfer:

If registering 2 weeks or less prior to the start of the Conference, you must submit your credit card information as a form of payment. If registering more than 2 weeks prior to the start of the Summit and payment is not received at the time of registration, a credit card hold will be required to maintain your registration status. If payment is not received 2 business days prior to the summit date, the respective credit card will be utilized as the form of payment. Please make all checks payable to Global Strategic Management Institute. In the memo area of the check please write the name(s) of the **Mobile Marketing Strategies Summit** registrants(s).

GSMI OFFERS 6 WAYS TO REGISTER:

Tel: (888) 409-4418, ext 1; Monday - Friday
8:00 a.m. 6:00 p.m. US Pacific Time

Fax: (619) 923-3542
24 Hours a Day

Mail: 1501 India St. Suite 103-60
San Diego, CA 92101

Scan: Completed registration forms can be emailed to: registration@gsmiweb.com

Email: registration@gsmiweb.com
Please include your name & telephone number

World Wide Web:
www.mobilemarketingstrategiessummit.com

➡ Please fill in the following information and fax back to: **(619) 923-3542**

➡ Please submit one form for each delegate attending.

Name: _____

Title: _____

Company: _____

Department: _____

Approving Manager Name & Title: _____

Mailing Address: _____

City: _____ State: _____

Zip/Post Code: _____ Country: _____

Telephone: _____

Fax: _____

Email: _____

Twitter ID: _____

Linkedin.com Profile: _____

Will you be attending any pre-summit workshops (September 19, 2012)? Yes No

If so, which workshops?

- | | |
|---|--|
| <input type="checkbox"/> A Mobile Marketing 3 T's of Success: Mobile Marketing Tips, Trends and Tactics | <input type="checkbox"/> C Mobile Marketing Fundamentals: Creating the Right Strategy for Your Organization |
| <input type="checkbox"/> B Non-Profit Mobile Marketing: Defining Your Strategy & Understanding the Tools | <input type="checkbox"/> D Is a Mobile App Right for Your Company? |

Payment Method: Credit Card: Amex Visa MasterCard | Check

Credit Card Number: _____

Name on Card: _____

Expiration Date: _____ CVV: _____

Do you have any dietary restrictions (e.g. kosher, vegetarian)? Yes No

If so, please specify: _____

Do you require any accommodations that require special attention? Yes No

If so, please specify: _____

(e.g. wheel-chair access) _____

How did you hear about this event? _____

VENUE:

The **Mobile Marketing Strategies Summit** will held at the Hilton Boston Back Bay, 40 Dalton Street Boston, MA 02115

Reservations for the hotel can be made through:

Tel: 617-236-1100

www.bostonbackbayhilton.com

Room rates if booked by August 19, 2012

Single: \$249 | Double: \$269

EXHIBITION AND SPONSORSHIP INFORMATION:

To learn more about exhibiting at this years Mobile Marketing Strategies Summit please contact Jessica Drew at 888.409.4418 ex 708 or email her at jessica.drew@gsmiweb.com.

A limited number of table-top and booth exhibits will be open during the course of the event. Sponsors/Exhibitors will have the opportunity to promote products and services of special interest to summit attendees.