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A practical & revealing 2-day workshop that promises to be a unique learning opportunity...

Guru Session

Marketing

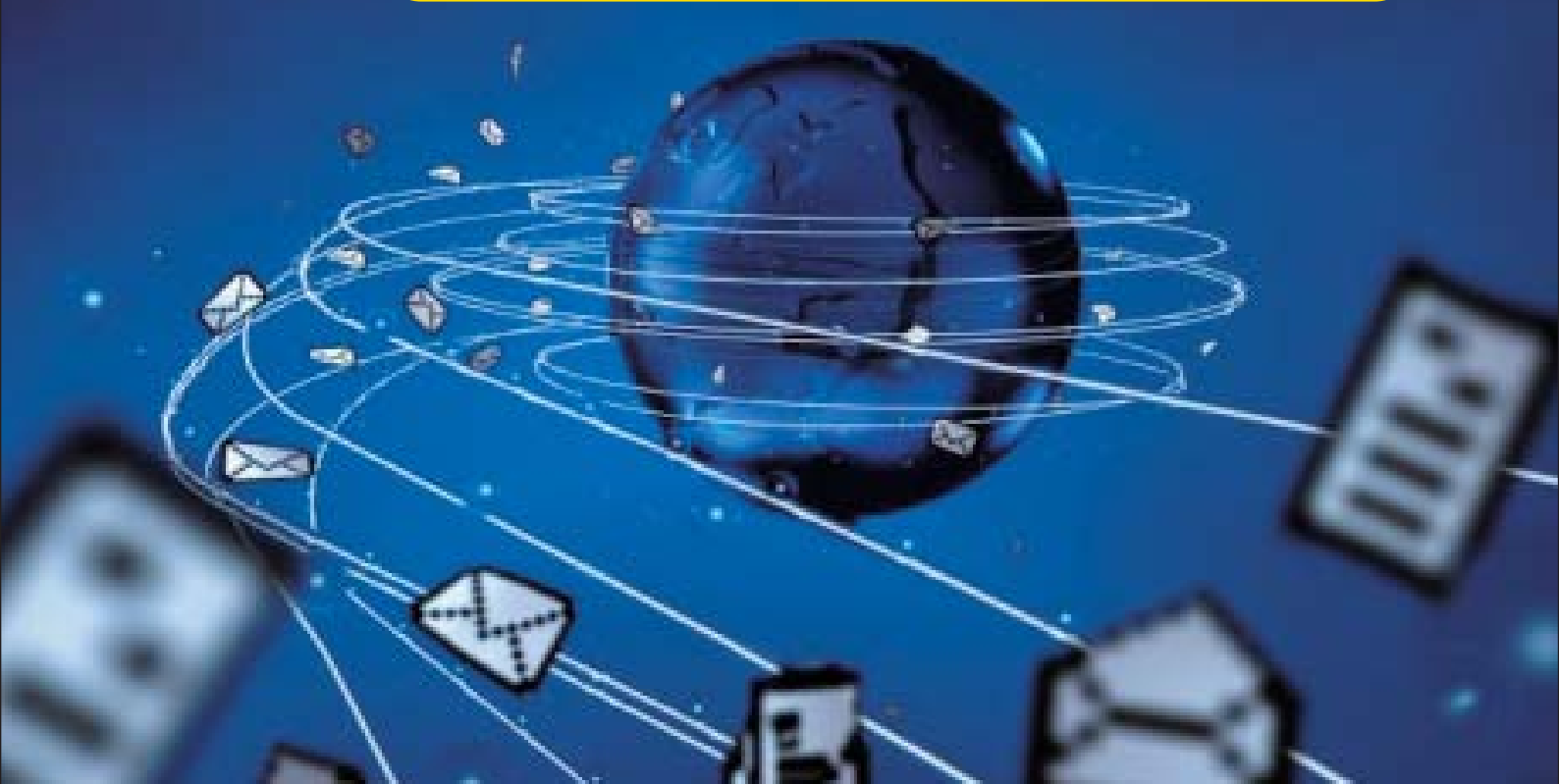
POWER **PERFORMANCE** **MARKETING**

Increasing marketing ROI through effective segmentation, Targeting and integrated communications

**28-February | 1-March 2011 | Sheraton Karachi Hotel
3-4 March 2011 | Pearl Continental Hotel, Lahore**



by **Lisa Watson**
Chairman
Direct Marketing Association Singapore
Regional Segment Lead, Hewlett-Packard Asia Pacific



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POWER PERFORMANCE MARKETING

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Course Description:

This interactive and fast-paced workshop is designed to improve the performance marketing skills of attendees across a wide spectrum of experience levels. Content demonstrates marketing best-practices across the entire delivery chain, and working sessions use real-life situations to put theory into practice. Content includes performance marketing principles, targeting & segmentation, integrated campaign planning, building & managing customer value and campaign tracking and measurement. All sessions are designed to be practical, relevant and interactive.

Course Objective:

To introduce and build the performance marketing skills essential to improving return on marketing investment (ROMI)

Who
Should
Attend

Anyone seeking to improve the ROI on their integrated marketing programs. Suitable for multiple experience levels including Vice Presidents, Directors, Heads and Professionals in charge of Strategic Marketing, Marketing Communications, Branding, Advertising & Promotions, Corporate Marketing, Business Development & Sales, and Media Management

Course Benefits:

- How to apply the principles of effective relationship marketing in the integrated marketing context?
- How to define and segment the target audience?
- How to develop integrated campaign plans that optimize the use of traditional and digital channels?
- How to manage the customer relationship from inquiry or lead generation to most valuable customer status?
- How to track and measure campaigns to deliver maximum ROMI?

Testimonials:

From Pacific Conferences feedback:

“Your presentation was easy to understand and follow, and the framework/matrix you provided was something we can really use.”

“Your presentation was very informative (and entertaining!), and I’m hoping to be able to apply some of those techniques here at the agency”.

“Interesting case studies that show the power of social media.”

“An excellent speaker who can translate difficult concepts into easy to understand theory. Interesting presentation!”

From Asia Business Forum feedback:

“A very knowledgeable and excellent speaker with interesting content.”

From H-P Training feedback:

“This course is inspiring. Workshop and experience are very helpful.”

Terrabiz Upcomings, Book TODAY!

Internal Control Over Financial Reporting Using COSO Framework
by **Fazal Gaffoor, FCA, FCMA**
17 January 2011, Lahore
19 January 2011, Karachi

Anti Money Laundering
by **Fazal Gaffoor, FCA, FCMA**
17 January 2011, Lahore
19 January 2011, Karachi

Bank Strategic Management
by **Clive Wykes, UK**
9-11 February 2011, Karachi

Finance For Non-Finance Executives
by **Abdul Rahim Suriya, FCA, FCMA**
15-16 February 2011, Karachi
21-22 February 2011, Lahore

Finance Skills for HR Professionals
by **Nigel Cumberland, UK**
24 January 2011, Lahore
27 January 2011, Karachi

Creating & Leading High Performance Teams & Organisations
by **Nigel Cumberland, UK**
25 January 2011, Lahore
28 January 2011, Karachi

Course Outline

TerraBiz

Training | Conferences | Exhibitions

28-February | 1-March 2011 | Sheraton Karachi Hotel

3-4 March 2011 | Pearl Continental Hotel, Lahore

Day 1

Welcome & Introductions

I. Introduction

- A. Power Performance Marketing: Principles & Best Practices (Presentation)
 - 1. How marketing has changed
 - 2. Elements of a marketing campaign
 - 3. Principles for improving effectiveness
- B. Challenges & Opportunities in the Real World (Exercise)
 - 1. Working session in teams

II. Knowing Your Customer

- A. Understanding Your Target Audience (Presentation)
 - 1. Defining your prospective target audience
 - 2. Effective customer segmentation
- B. Defining Your Target Audience (Exercise)
 - 1. Teams are briefed on a campaign
 - 2. Working session to identify target priorities

III. Growing Your Business through Performance Marketing

- A. Acquiring Customers Cost-Effectively (Presentation)
 - 1. Generating leads through multi-media campaigns
 - 2. Selecting partners for co-marketing activities
 - 3. Managing contacts once they're in-house
- B. Taking Advantage of Market Opportunities (Exercise)
 - 1. Teams use same campaign & targets as in previous working session
 - 2. Teams set customer acquisition strategies
- C. Building Customer Loyalty Strategically (Presentation)
 - 1. Why loyalty is so important to the bottom line
 - 2. The dynamics of loyalty
 - 3. Tools for capturing share of heart & wallet

Summary & Close

Day 2

Day 1 Highlights Review (Exercise)

III. Growing Your Business through Performance Marketing (cont)

- A. Building Customer Value over the Long Term (Presentation)
 - 1. Identifying & managing customer assets
 - 2. Understanding lifetime value
 - 3. The principles of time-centric campaign planning
- B. Creating a Plan to Grow Market Share (Exercise)
 - 1. Teams use same campaign & targets as in previous working session
 - 2. Teams develop share-building strategies
- C. Integrated Campaign Planning (Presentation)
 - 1. Integrating *digital* into your campaign plan
 - 2. Setting your campaign contact strategy
 - 3. Permission & viral marketing
- D. Creating an Effective RM Campaign Plan (Exercise)
 - 1. Teams use same campaign & targets as in previous working session
 - 2. Teams create campaign plans

IV. Tracking & Measurement

- A. Best Practices in Improving ROMI (Presentation)
 - 1. A look at improving campaign results
 - 2. The four phases of the ROMI Progression™
 - 3. Setting campaign metrics
- B. Setting Metrics & Tracking Campaigns (Presentation)
 - 1. The importance of tracking campaigns
 - 2. Tracking methods for online & offline efforts
 - 3. Tracking through partners & channels
- C. Building a Campaign Tracking Strategy (Exercise)
 - 1. Teams use same campaign as in previous working session
 - 2. Working session to build tracking plan

Summary & Close



Lisa Watson

Chairman

Direct Marketing Association Singapore.

Regional Segment Lead,
Hewlett-Packard Asia Pacific.

In Asia for almost two decades, Lisa Watson is an expert business and marketing specialist with agency, technology and consulting experience. She is an active advocate of the Direct Marketing industry and has served as Chairman of the Direct Marketing Association of Singapore since 2002. She also sits on the Global Advisory Board of the U.S. Direct Marketing Association and is a regular trainer and conference speaker on four continents.

With over 20 years of marketing, consulting and advertising experience, Ms Watson founded Ibis Intelligence Services in 2001 to help clients increase their return on marketing investment through improved strategies, skills and technology. One of her key assignments was as a Senior Director at Oracle Corporation, Asia Pacific Division where she developed a strategic framework for successful implementation of technology and applications as part of the CRM Applications team.

Her advertising and CRM agency experience includes Leo Burnett, Young & Rubicam, Wunderman and OgilvyOne. Ms Watson's client experience spans both industries and continents having worked with both local and international companies including American Express, Apple, AT&T, BMW, Citibank, eBay, Hewlett-Packard, Mercedes Benz, MasterCard, Microsoft, Nestle, Oracle, Philips, Procter & Gamble, SingTel, Standard Chartered Bank, The Economist and Xerox. Ms Watson is a regular columnist for international trade publications, and she lectures for Cornell Nanyang Institute of Hospitality Management, Singapore Management University and Helsinki School of Economics Executive Education program. She graduated from Lawrence University with an honors degree in Mathematics.



Ibis Intelligence Services is a Singapore-based company that specializes in building, using and managing customer intelligence to deliver business results. We focus on 3 areas - strategy, technology and implementation - supporting businesses both on and off-line.

POWER PERFORMANCE MARKETING

TerraBiz
Training | Conferences | Exhibitions

28-February | 1-March 2011 | Venue: Sheraton Karachi Hotel | 3-4March 2011 | Venue: Pearl Continental Hotel, Lahore | 9:00 am to 5:00 pm

Registration Note:

Participation will be confirmed subject to receipt of payment. Substitutions are welcome. Please notify us in writing at least two working days prior to the event. All cancellations must be sent in writing, and will carry a 15% cancellation fee, once a registration request is received and acknowledge by Terrabiz.

Workshop fees must be paid in Full. No refunds will be given if a written cancellation occurs within 10 working days prior to the workshop. Same applies for delegates who don't attend the workshop without cancellation. Workshop materials will still be couriered to them. However, if you have paid your workshop fee in full and you wish to attend any other workshop from Terrabiz within 6 months of the initial registration, you will only be invoiced for 15% of that workshop fee. Please note that you can transfer only once. In the event of unforeseen circumstance, Terrabiz reserves the right to cancel or postpone the event.

SAVE TIME AND MONEY WITH IN-HOUSE TRAINING

In-house training is an efficient and cost effective way to ensure that your employees are equipped with the knowledge and skills needed to make a real impact in your organisation.

Training can be arranged for anything from small groups to entire divisions and will take place at a time chosen by and convenient to you.

For onsite customized programs by **Lisa Watson**.

Please contact **Tanvir Hussain**

Email: tanvir.hussain@terrabilgroup.com

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WORKSHOP INVESTMENT

Rs. 55,500/- Per Participant

*Early Bird Discount: (Before 10th Feb 2011)

Rs. 51,500/- Per Participant

*Every 4th Participant from the same organization will attend

FREE

Includes course ware, Terrabiz certificate, lunch, refreshments and business networking.

*Discounts are mutually exclusive

TerraBiz
Training | Conferences | Exhibitions

We are a business information firm, having managed and organized events of various calibers during the last 3 years of our operations. Among our more recent event are MIT Entrepreneurship Forum Pakistan, Terrabiz and OPEN jointly organized a conference on Corporate Innovation and Entrepreneurship'2010, Karachi in December 2010, 3rd Women in Business Leadership Conference in Lahore on 25th November 2010 in Lahore with PSTD, Entrepreneurship 2010 – Changing the Mindset conference with MPF, 2nd Women in Business & Leadership Conference WIBCON 2010, in April 2010 which we managed for PSTD. ICAP in collaboration with Terrabiz organized a highly successful CFO Conference 'Rising CFO' in March 2010 which was attended by 600 delegates.. We also managed the MAP Conference in November 2009, Lahore with high appreciation from all over the country.

Terrabiz Human Capital Management Conferences which were held in Karachi and Lahore in April09 and July09 respectively, and the Compensation & Benefits Day in June '09 also received a very good feedback from the HR professionals in the country.

We also organized the 11th Convention of the Management Association of Pakistan in December last year in Karachi. MAP convention has become the benchmark against which all business conferences are measured. We also organized the first ever conference on Digital Marketing in Pakistan titled Marketing 2.0 which saw the confluence of the top three names in the world of digital marketing - Google, Yahoo and Microsoft, represented by their senior executives from abroad. Global Head of Mobile Marketing P&G was also one of the speakers. Terrabiz has also organized some events with Google Pakistan.

Terrabiz was responsible for producing a series of highly successful road shows on the promotion of investment in Pakistani capital markets in different cities for its client the Central Depository Company.

As part of our operations, we also regularly facilitate international trainers to conduct public workshops in Pakistan. A few of them were 'Six Thinking Hats' with Dr. Sunil Gupta, Life Time Master Trainer of Edward de Bono Tools, Nick Blasdale Introductory Management Skills, Advanced Presentation Skills and Media Relations by Simon Bucknall, HR Balanced Scorecard with Alan Fell; Employer Branding with Dr. Olga Kampaxi, and many others.

Our recent training workshop participants list includes SSGC, OGDCL, KESC, KAPCO, Pakistan Security Printing Corporation, State Bank, National Bank, MCB Bank, RBS, HSBC Bank, Allied Bank, NIB Bank, Faysal Bank Limited, HABIB Bank Limited, Samba Bank Limited, SILKBANK Limited, Mobilink, Ufone, Zong, Warid Telecom, Wateen Telecom, Telenor, World Call Telecom, Siemens, Haleeb Foods, National Foods, Cadbury, Getz Pharma, Sanofi Aventis, Novartis Pharma, GSK, PharmEvo, Macter Pharma, Sight Savers, Syngenta, Engro Corp, Coca Cola Beverages, Unilever Pakistan Limited, Tapal Tea Pvt. Ltd, CDC, HUBCO, Aga Khan University, IBA Karachi, Shirazi Trading, , Ali Gohar & Company (Private) Limited, Atlas Engineering Limited, Attock Refinery Ltd, B|BRAUN Pakistan, Byco Petroleum Pakistan, Clariant (Pakistan) Ltd, Colgate-Palmolive (Pakistan) Ltd, Dalda Foods (Pvt) Ltd, First Imrooz Modaraba, Geo Television Network, ICI Pakistan Limited, InfoTech Private Limited, INTERNATIONAL INDUSTRIES LTD, Metro Cash & Carry Pakistan (Pvt.) Ltd, Packages Limited, Tetra Pak Pakistan, Transworld, et al.

Send your cheque in favor of "Terrabiz"
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