Unlocking Insight From B2B Data—

Setting the stage: Insight from a senior executive and analytics leader: Charles Peters, Senior EVP, Emerson

Practical “Cases-in-Practice” from member firms: Tips, lessons, what’s worked, what hasn’t in B2B Analytics:

Steve Erickson, with Ryan Reed and Chris Richards; Parker Hannifin
Mike Ludwig, WESCO, with Andrew Dorn, Teradata
Brian Hovey, Dell
Mike McCalley, GE, with Matthew Morris, RGL Forensics

Frameworks, keys to getting started. What we can expect. What we can’t.

And more...

REGISTER by February 16 to save $200. ISBM Member firms each receive one free registration.

ISBM Penn State
814-863-2782
isbm@psu.edu

Plenty of time for networking, interaction, benchmarking, and more!
As we connect with ISBM Member firms, when we ask about the use of analytics in helping drive organic growth, we hear a spectrum of responses:

Join us to learn keys to making progress. Concrete cases, examples, more. Tips on what works, what doesn’t, and overcoming obstacles. Getting started. Going further. Practical insight and “how-to’s” from firms leading the way:

- Analysis and Analytics Strategy – Emerson
- Mobilizing “Strategic Intelligence” – Parker Hannifin
- Analytics Along the Whole Buy Process – Dell
- Linking Customer Information and Sales Data for Results – Wesco with Teradata
- Customer Analytics To Find Growth Opportunities – GE with RGL Forensics

Thought leaders share their experience: Keys to uncovering opportunities, dispelling myths, building B2B analytics into your marketing practice.

- Tools for using analytics to drive more aligned and profitable channel support – Scott Gillum, gyro; with Bill Rozier, Ciera
- What marketers can (and must) learn from sales analytics – Mike Moorman, ZS Associates
- Building an Analytics Center of Excellence in your firm – Laura Patterson, VisionEdge Marketing
- Connecting data from different sources to target new opportunities – Jim Guill with Andrew Clinton, Deloitte

Please register now – online at www.meet.isbm.org; or call us at 814-863-2782 for more information.

Don’t miss this important meeting!
LOCATION
Grand Hyatt Tampa Bay
2900 Bayport Drive
Tampa, FL 33607
813-207-6681 Reservations

HOTEL RESERVATIONS
A room block will be held at the Grand Hyatt Tampa Bay until February 20, 2015. When making a reservation, reference ISBM Members Meeting for the group rate of $229/night. Rooms and rates after February 20 are subject to availability at time of booking.

MEETING REGISTRATIONS
Register online at www.meet.isbm.org.
Please call 814-863-2782 if you need additional registration information.

FEES
ISBM Member: $950 before February 16, 2015; $1150 after
Non-Member: $1,550 before February 16, 2015; $1,750 after
All participants must register in advance.

CANCELLATION POLICY
• Up to 30 days prior to seminar: No Fee
• Between 15 and 30 days: $100 Fee
• 14 days or less: Full Conference Fee
• All substitutions within 14 days prior: $50.00 administrative fee

FOR MORE INFORMATION
Contact Paula Dorminy at 814-863-2782 or pad148@psu.edu.
In marketing, our use of data has barely budged. There’s a lot of information, but many of our analytic practices are still under-developed.

CMO, adapted from The B2B Agenda

Across ISBM Membership, we see B2B marketers grappling with a flood of information, data and communication every day. Data from every transaction. Data from salespeople. Data from the web. “Big data.” “Data mining.” “Focused Data.” More...

**Join us in March as we come together to make some sense of it all—Analysis, Analytics, and Answers: B2B.**

We’ll learn from what leading-edge firms are doing. How they got started, helpful tips and approaches you can bring back to your firm. We’ll dispel some myths along the way, too!

We’ll begin with a broad perspective from a senior executive and thought leader who has practiced in this area for years. Charles Peters, Senior, E.V.P. of Emerson will provide some lessons and guiding principles.

Over the past few years, Steve Erickson and his team at Parker Hannifin have been building a strategic intelligence unit which enables more informed and timely business decisions. You’ll learn how they’ve found ways to combine economic, market, business, and competitive intelligence to make better decisions driving growth.

Mike Ludwig at WESCO is on a journey to find ways to connect sales data and customer information to enable his firm to focus resources, find opportunities, move to adjacent markets, and drive results. Mike will present together with Andrew Dorn of Teradata on a “journey in progress.”

**Dell** is using analytics to enable tracking customer action all along the B2B “purchase journey,” pin-pointing actions to drive progress. Lessons, approaches, and insight from Brian Hovey, Executive Director of Global Marketing Operations, Dell.

Leading B2B firms are mobilizing analytics to get better channel results. Scott Gillum, of gyro, will present insights from a Case-in-Process, together with Bill Rozier of Ciena.
“In solutions-rich businesses, the key is to mobilize the flood of data to restructure operations, gain market insight, turn on predictive analytics, and provide knowledge about the customers’ customer... ...Managing Director, adapted from The B2B Agenda

Mike Moorman, Managing Principal of ZS Associates, will be discussing what marketers can learn—and need to know—from sales analytics. ZS has recently completed an important book: *The Power of Sales Analytics*. Mike will provide insights on how to learn and take action.

Special Bonus

Paid member attendees will each receive a copy of this important new book from ZS Associates:

*The Power of Sales Analytics*

Laura Patterson, Author and President of VisionEdge Marketing, has coached firms in the creation of an analytics Center of Excellence. She’ll discuss how analytics can be key to making your firm more agile and help in making better market, customer, and competitive decisions.

Two ISBM member firms have been working together mobilizing sales and market data to find up to 10% incremental growth. Mike McCalley of GE and Matt Morris, Partner at RGL Forensics will share their case—and some lessons for all of us on this “journey.”

To wrap things up, we’re fortunate to have ISBM member firm Deloitte discussing how they’ve worked with firms to “put it all together for insight and impact.” Jim Guill, Senior Sector Manager, will be presenting with Andrew Clinton, a Specialist Master from Deloitte.

Come learn practical tips, frameworks, and examples from member firms on how to B2B analysis and analytics can provide answers which can drive profitable organic growth.

Register Now! www.meet.isbm.org
AGENDA

Monday, March 16

6:30-8:30 p.m.
Welcome Reception

Tuesday, March 17

7:00 a.m.
Registration and Breakfast

8:00 a.m.
Convene: Introduction and Overview

8:30 a.m.
Keynote Perspective From a Senior Executive and Thought Leader—“What Digital Data Can and Can’t Do for B2B Marketers”
Charles Peters
Senior Executive Vice President
Emerson

10:45 a.m. Networking Break

11:15 a.m.
“Connecting Sales Data and Customer Information to Drive Results: A Journey in Progress.”
Mike Ludwig
V.P. Global Marketing and Sustainability
WESCO, with
Andrew Dorn
Account Executive
Teradata

12:00 p.m. Networking Lunch

1:15 p.m.
“Analytics for Tracking and Taking Action on the B2B Purchase Journey”
Brian Hovey
Executive Director
Global Commercial Marketing Operations
Dell

2:00 p.m. Networking Break

2:30 p.m.
“The Power and Promise of Analytics Through the Channel”
Scott Gillum
President/GM and Channel Practice Leader
gyro: Washington DC with
Bill Rozier
V.P. of Global Enterprise and Channel Marketing
Ciena

Frameworks, Insights, Practical Cases...
Analysis, Analytics, Answers: B2B
www.meet.isbm.org
3:15 p.m. Networking Break

3:45 p.m. “What Marketers Can Learn—and Need to Know—from Sales Analytics”
Mike Moorman
Managing Principal
ZS Associates

4:30 p.m. Meeting Wrap Up/Summary

5:00 p.m. Adjourn

6:00 p.m. Networking Reception

Wednesday, March 18

7:00 a.m. Continental Breakfast

8:00 a.m. Convene/Introduction

8:15 a.m. “Creating an Analytics Center of Excellence: B2B”
Laura Patterson
Author and President
VisionEdge Marketing

9:15 a.m. Networking Break

9:45 a.m. “A Journey to Finding Growth Through B2B Data Analytics: Winning, Crashing, Learning, Iterating...”
Mike McCalley
CMO
GE Power and Water Software, with Matthew Morris
Partner
RGL Forensics

10:30 a.m. Networking Break

11:00 a.m. “Putting it All Together for Insight and Impact: Cases in Mobilizing Data from Different Sources to Drive Organic Growth”
Jim Guill
Sector Senior Manager, with Andrew Clinton
Specialist Master
Deloitte

11:45 p.m. Meeting Wrap Up/Summary

12:00 p.m. Meeting Adjourn

ISBM Member Firms get one complimentary seat to each members meeting. Be sure to take advantage of this ISBM membership benefit!