

SMART MARKETING IN TOUGH TIMES

Preference-based social and
multichannel strategies to
drive double-digit increases
in revenue

One-day workshop

2 March 2012

Crystal Towers Hotel • Cape Town

International facilitator

ERNAN ROMAN DIRECT MARKETING



Money is tight, but people will spend if they see value. To succeed, marketers must learn the new expectations of consumers for **personalised** and **relevant social** and **multichannel marketing**.

Learn from **international expert** and **award-winning author**, Ernan Roman, the pioneer who literally wrote the book on preference-driven multichannel marketing.

By attending this workshop you will learn

- The latest insights from recent Voice of Customer research regarding consumers' expectations for a high-value, competitively differentiating, personalised multichannel experience.
- The 3-step process for deploying an integrated, multichannel mix per the preferences of your customers and prospects. How to leverage a truly integrated, multichannel mix to engage customers across online, social and traditional media ... and achieve double-digit increases in response and revenue.
- How to engage customers to opt-in and declare their preferences, thereby providing you with uniquely accurate database information.

These strategies will enable you to achieve **unprecedented customer engagement**. Companies using this process have consistently **achieved 10-35% increases in sales**.

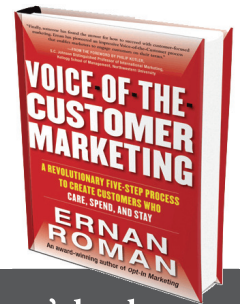
Real world, bottom-line results will be detailed with case studies from innovative marketers such as IBM, Microsoft, Gilt Groupe (the "flash sales" online retail runaway hit), Threadless.com, Life Line Screening (the health care success story), HMS National and Songza.com (the hot online music marketer). Additional insights will be provided based on Ernan's work with hospitality marketers such as Orient Express and Starwood Luxury Collection.



ABOUT THE FACILITATOR

Ernan Roman is one of the leading authorities in Voice of Customer driven relationship marketing and recognised as the industry pioneer who created three transformational methodologies: *Integrated Direct Marketing*, *Opt-In Marketing*, and *Voice of Customer Relationship Research*.

He was inducted into the *Marketing Hall of Fame* in October 2011 and was named to "B to B's Who's Who" as one of the "100 most influential people in Business Marketing" by Crain's B to B Magazine. His latest book on marketing best practices is titled: *Voice of the Customer Marketing: A Proven 5-Step Process to Create Customers Who Care, Spend, and Stay*.



Each delegate attending this workshop will receive a **FREE** copy of Ernan's book

ABOUT KNOWLEDGE RESOURCES

Our focus is to bring you high-quality conferences, seminars and skills-building workshops that will add value in terms of knowledge and skills. The aim is to provide extremely good value for the time and money clients have invested.

Our expertise lies in knowledge about the various disciplines within business and management as well as the knowledge needs of the tertiary, public and private sectors. Event topics are carefully selected to cater for South African needs, without discarding international standards.

Our event titles are researched, practical and case study-related, ensuring we bring our clients up-to-the-minute information, at the same time providing first-rate networking opportunities with leading business colleagues and executives. We surpass on providing our clients with a business knowledge experience!

REGISTRATION FEE

R4 675.00

inclusive of VAT, refreshments, lunch, parking and workshop material

WORKSHOP TIMES

07:30 – 08:30 Registration
08:30 Start of Workshop
10:00 Morning break
12:00 Lunch
14:30 Afternoon break
16:00 Finish

PS

Ernan will also be speaking at the annual **Direct Marketing Conference**, taking place in Johannesburg on **29 February – 1 March 2012**. Contact us for more information on this exciting event featuring **top direct marketing experts, ground-breaking topics, case studies** and much more!

SETA accreditation

Many of our delegates enquire after our accreditation status. There is a misguided opinion that organisations can only claim their levies back if they use accredited training providers only. This is not entirely correct. In the Government Gazette (No.20865 of 7 February 2000), it clearly states that the Skills Development Levies Act provides for recovery of a levy payment based on the submission of Workplace Skills Plans (WSPs), Workplace Skills Implementation Plans (WSIPs), and the submission of the names of Skills Development Facilitators (SDFs), and not on the basis of making use of accredited providers or NQF-aligned training and development events only.

WORKSHOP OUTLINE

PART 1: Leveraging the power of a truly personalised multichannel mix – achieving the optimal synergy between your social and traditional media

In this session Ernan will explain:

- the 5 principles of multichannel marketing to help you deploy a truly integrated multichannel mix
- the 8 Voice of Customer-based digital marketing guidelines for delivering powerful web and social media customer experiences which translate into significant increases in revenue and LTV
- insights regarding the critical role of customer service as a high return on investment builder of trust
- VOC relationship research findings regarding customers' expectations for competitively differentiating social media and online experiences
- how to leverage these learnings into:
 - 9X increase in website visits
 - unprecedented engagement with customers and prospects via conversations versus sales pitches
 - powerful Word-of-Mouth referrals.

He will share case studies, guidelines and checklists from innovative marketers such as QVC, Gilt, HMS National, ideeli, and Songza.com. regarding how they increased repeat customers, traffic, visibility, word of mouth and sales.

3 Takeaways this module promises:

- Learn how to deliver the best social media, online and multichannel customer experience.
- Understand what customers expect of a value-added social media "conversation" and community experience.
- Learn proven multichannel marketing best practices from innovative case studies.

PART 2: Using Voice of Customer (VOC) insights to drive your multichannel strategies

The world has changed due to the economy and social media. You need to ensure that your value propositions, media mix and messages are totally relevant. VOC research will provide you with the in-depth insights required to ensure optimal response and revenue.

In this session Ernan will discuss how to use VOC insights to ensure that your social, online, multichannel, and opt-in relationship strategies are truly driven by the needs of your customers. He will share case studies from Life Line Screening and Ideeli.

How to design your VOC Relationship Research:

- Define your research objectives and strategies.
- Specialised questions specific to social media.
- Who to include in the research.
- Key questions you need to ask.

3 Takeaways this module promises:

- Learn how to develop effective voice-of-customer driven strategies
- Understand how to pre-test messaging and offers in VOC relationship research
- Learn how to define your VOC research sample.

PART 3: Creating powerful opt-in databases

Learn how to engage customers so they will opt-in and self-profile their preferences, thereby helping you create uniquely accurate and powerful opt-in databases. This quality of data ensures the success of your personalisation strategies.

How to design your VOC Relationship Research:

- How to develop effective strategies for your opt-in programmes
- How to create a uniquely accurate opt-in database to drive your relationship marketing.

Case study: Microsoft

3 Takeaways this module promises:

- Learn what motivates customers to opt-in and self-profile their preferences.
- Understand what information is appropriate and not appropriate to ask.
- Learn how to deepen opt-in relationships over time.

Registration fee

R4 675.00

inclusive of VAT, refreshments, lunch, parking and workshop material

Special Offer

- Register 3 delegates and the 4th delegate attends free of charge!
- Special discount for registered NPOs, small businesses (30 or less employees) and full-time lecturers at universities/colleges/ schools – contact us for more information!

Registration Methods

- Register online GO TO www.kr.co.za
- Phone Nkosi Nxumalo on 011 880-8540
- Fax completed registration form to 011 880-8700 / 9829
- Email completed form to nkosi@knowres.co.za

Once payment has been made please fax through proof of payment with the event's name written in the top right-hand corner

TERMS AND CONDITIONS

Please note: Payment must be received before the event takes place. Knowledge Resources reserves the right to refuse admission where evidence of payment cannot be shown.

CONFIRMATION OF BOOKING

Please note: If you have not received confirmation in writing, of your booking before the event, please contact us on 011 880 8540 to confirm that we have received your registration.

SOMETHING HAS COME UP AND I CANNOT ATTEND

If you cannot make it to the event, you have several options (the below options need to be received in writing):

- You may send a **substitute** delegate in your place, please inform the Customer Care Department of the new name for registration purposes. No additional charges will be applicable for substitutions
- You may **transfer** at no extra charge to another event, provided you do so in writing at least 10 working days before the event. Transfers within the 10 working days will be charged an administration fee of 20%
- You may **cancel** your registration, in writing, up to 10 working days before the event takes place. Cancellations inside of 10 days will be liable for the full fee
- Unfortunately, **no refund or credit** can be given to delegates who do not attend without giving prior notice
- Registrations received during the 10 working days before the event date, will not be excluded from any terms & conditions

In the event of unforeseen circumstances Knowledge Resources reserves the right to change the programme content, the speakers, the venue or the date. You will be notified no less than 5 working days prior to an event. Should the event be postponed, you will have the option to attend the next available date of the relevant event. The registration fee will be credited on delegate accounts, should they opt not to attend the next available date of the relevant event or in the case where an event is cancelled.

PAYMENT

- Cheques should be made payable to Knowledge Resources (Pty)Ltd. Please do not mail any cheques.
- Electronic Transfer or Direct Deposit into our bank account, validated by faxed copy of transaction slip Nedbank Cresta, Account No.: 1913164489 Branch Code: 191305, FAX: 011 880 8700

Please note: Payment must be received by no later than 15:00 the day before the first morning of the event.

PLEASE NOTE Delegates will not be allowed entry to the event if payment has not been received

Booking made by

Phone Email

Date Signature

By signing this registration form, the delegates agree to the enclosed terms and conditions

DELEGATE 1

Name Title

Designation

Phone Fax

Cellular Email

Company

Company VAT Number

Postal Address

Postal Code

Dietary Requirements

DELEGATE 2

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 3

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 4

Name

Title

Designation

Cellular

Fax

Email

Dietary Requirements

DELEGATE 5

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Dietary Requirements

CREDIT CARD PAYMENT

Card Holders Visa / Master Amex Diners Mark appropriate box Expiry Date

Card No. CCV No.

Amount (All prices include VAT)

Date Signature



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