

# Marketing Genius Masterclass

Driving profit and growth through marketing innovation

03-04 December 2007 - JW Marriott, Bucharest



## Masterclass Leader

### Peter Fisk

Founder of The Genius Works  
Former CEO of the Chartered Institute of Marketing

**ONLY 70 PLACES AVAILABLE  
BOOK NOW!**

Previous Budapest event was sold out

### Inspiring Ideas

Thought-provoking concepts based on the recent bestsellers *Marketing Genius* and *The Complete CEO*. New research & insights on customer companies, strategic innovation, profitable growth, and the "green" business

### Inspirational Thinking

Seeing things differently and believing different things - from the outside in and future back, to achieve extraordinary results for your customers and your business.

### Inspired Solutions

Accelerate growth through strategic innovation. Think differently. Create the best new ideas and make change happen fast.

## Overview

From the vision of Apple to the insight of Zara, the passion of Nike and irreverence of Jones Soda, the entrepreneurship of Jet Blue and thrill of Agent Provocateur, the greening of GE to the viral impact of MySpace, today's leading businesses think and act differently.

How can you harness deeper intelligence and stretch imagination to deliver extraordinary results?

Peter Fisk, inspirational speaker and author, leads an innovative two-day masterclass for senior marketers. During the event, he will introduce a new vision for marketing, a new mandate for marketers in driving business performance, and a practical approach to embracing the ideas that will shape markets of the 21st century.

Building on his best-selling book *Marketing Genius* he explores the most significant marketing issues and trends, and new ideas and best practices from around the world. What's hot, what's new, what works and what's next?

You will explore what it takes to achieve "genius" in today's and tomorrow's markets - learning to see things differently like Steve Jobs, do different things like designer Philippe Starck, and achieve extraordinary results like Nike's Phil Knight.

How to market in a Google world? Find out what Yahoo thinks. What does it take to reshape your market? Learn from Samsung and Toyota. How to cut through the clutter of "always-on" media? Listen to Maurice Saatchi. How to achieve your dream from your arm chair? Listen to Li & Fung. What is the secret of the new generation of social networks? Not only that, but how to create your Second Life too.

**Research with senior marketing managers in Central and South East Europe has identified that the key issues covered in this Masterclass agenda are the most pressing challenges facing Marketing Management in the region today. Implementing what you learn from this Masterclass will give you and your organisation the opportunity to gain competitive advantage and improved bottom line profit.**

## Testimonials from Marketing Genius, Budapest 2007

A reminder of the importance of market and customer knowledge; plus the willingness to be different. It wakes you up and makes you think outside of the box.

**Coca-Cola HBC**

Very useful for marketers who would like revisit their opinions and look at marketing from a different point of view.

**Carlsberg, Serbia**

Very good, I highly recommend it for fellow marketers.

**Mars - Masterfoods, Poland**

Fresh and inspiring.

**Philip Morris, Hungary**

One of the best events I have attended, definitely up-to-date!

**Duscat, Croatia**

Excellent presenter. Every part was interesting and breakthrough thinking.

**Wrigley, Hungary**



## Masterclass Leader

### Peter Fisk

Founder of The Genius Works  
Former CEO of the  
Chartered Institute of Marketing

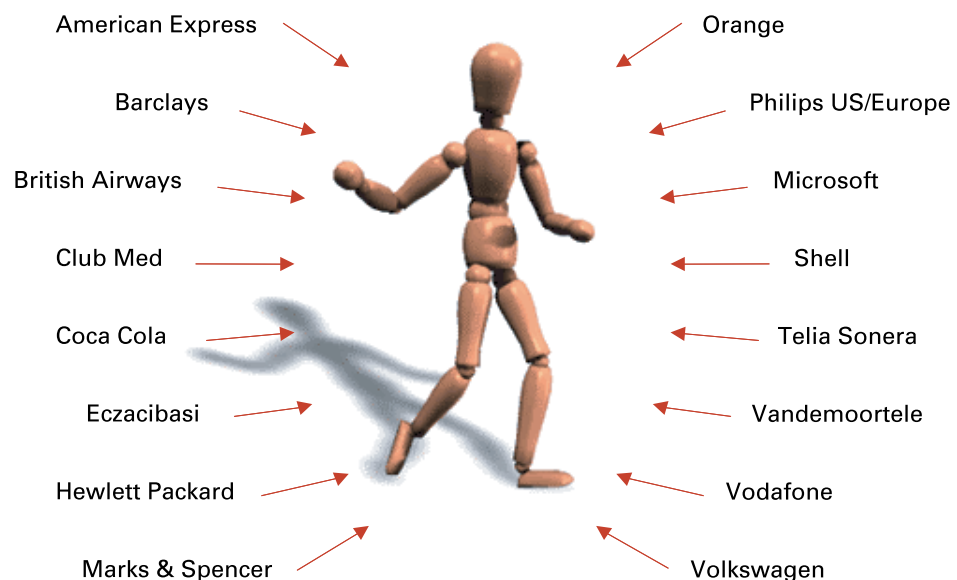


Peter Fisk is an experienced strategist and marketer, having spent many years working with companies such as American Express and British Airways, Coca Cola and Microsoft. He is author of the best-selling book *Marketing Genius*, was recently described as “one of the best new business thinkers”, and was previously the Partner of The Foundation, Managing Director of Brand Finance, CEO of the world’s largest marketing organisation, the Chartered Institute of Marketing, and global practice leader for strategic marketing at PA Consulting Group.

Peter has addressed the key issues in almost every sector, from Silicon Valley to Singapore. Examples of his experience includes introducing a customer-centric change programme at British Telecom and Orange, a value-based marketing framework for Microsoft, the reinvention of food for Marks & Spencer, a new digital retail strategy for Volkswagen, services strategy for O2, and a new brand strategy for Shell. He helped Virgin enter the financial services market, Vodafone to enter new international markets, also Hewlett Packard to improve its European marketing programmes, Royal Mail to prepare for competitive markets, and Philips transform from product-driven technicians to market-shaping innovators.

As CEO of the Chartered Institute of Marketing, Peter became recognised as a leading expert and commentator on marketing worldwide. Representing over 60,000 marketers in 130 countries, he challenged existing perceptions of marketing, and championed new practices and standards. He drove significant change in the profession introducing new capabilities and qualifications, supported by a Knowledge Hub, an online learning product, a new journal *The Marketer*, and the Shape the Agenda thought leadership programme. In particular he encouraged marketers and business leaders to embrace customers and brands as the most important source of long-term shareholder value.

### Examples of companies that Peter has advised include



## Agenda

08:00 - 08:30

08:30 - 10:00

10:00 - 10:30

10:30 - 12:00

12:00 - 13:00

13:00 - 14:30

14:30 - 15:00

15:00 - 17:00

## Day One

**Genius Marketing: Seeing things differently. Doing extraordinary things.**

### Registration and welcome coffee

#### Track 1: **Market Strategy** from the “outside in”

- Identifying the best opportunities in fast changing markets
- Choosing where and how to compete for best results
- Strategies for significant and sustainable growth
- Learn how Yahoo plans to win in a Google world
- Explore Coca Cola’s growth maps and Nike’s market-shaping strategies
- Embrace the techniques of Market Mapping and Horizon Planning

### Coffee Break

#### Track 2: **Customer insights** that redefine markets

- Exploring what matters to customers, and what really energises them
- Connecting all the different forms of customer research
- Defining what you do from customers’ perspective
- Learn from P&G’s new “immersive” approach to customers
- Explore how Marks & Spencer rethought its business and Toyota redefined its priorities
- Embrace the techniques of Customer Immersion and Energy Pyramids

### Lunch

#### Track 3: **Customer Propositions** that are more distinctive and engaging

- Targeting your best customers with more relevant messages
- Developing propositions about your customers, not about you
- Selling solutions to problems rather than products and services
- Learn from Innocent’s success in creating “tasty little drinks”
- Turning round IBM to solve problems rather than make computers
- How Turkey’s Eczacıbasi embraced the environmental agenda

### Coffee Break

#### Track 4: **Engaging experiences** delivered on customers’ terms

- Redefining what, where and how you do business on customer terms
- Creating experiences that integrate cool design and personal service
- Building customer loyalty through personalisation and relationships
- How Lithuania’s Omnitel turned their shops into service centres
- Using technology to add value, as Akbank do with mobile phones
- Embracing the tools for Customer Mapping and Online Communities

## Masterclass Structure

This highly intensive programme will consist of both formal classroom style sessions and small mixed focus groups in which participants will apply the concepts, techniques and examples to themselves before feeding back the results into a wider discussion.

The focus groups will give participants a unique opportunity for experience sharing, discussion and networking, and will enable a better insight into the challenges faced and how they should be overcome.

# Agenda

08:00 - 08:30

08:30 - 10:00

10:00 - 10:30

10:30 - 12:00

12:00 - 13:00

13:00 - 14:30

14:30 - 15:00

15:00 - 17:00

## Day Two

**Genius Marketers: Driving the business. Delivering exceptional results.**

### Re-registration and coffee

#### Track 5: **Building brands** about “you”, not “us”

- Defining your brand in terms of what it does for customers
- Building a coherent architecture of corporate and product brands
- Engaging the whole business to deliver the brand successfully
- Consider Maurice Saatchi’s “One word equity” and Kevin Roberts’ “Lovemarks”
- Decide who you would support in a fast changing market - Coke or Pepsi?
- Embrace the techniques of Brand Scanning and Customer Scripts

### Coffee Break

#### Track 6: **Innovating your business**, not just your products

- Exploring what is possible from the “future back”
- Innovating products and process, business and market models
- Ensuring the creative ideas can be delivered commercially
- Why iTunes rather than iPod was the real genius of Steve Jobs
- Learn from innovative business models, from Li & Fung to Wikipedia
- Embrace the techniques of Future Radar and Market Disruption

### Lunch

#### Track 7: **Delivering results** for customers and shareholders

- Developing the right set of marketing metrics to demonstrate your RO
- Articulating the value of marketing - its impact on revenue, profit and value
- Consider the “invisible business” where brand and relationship assets dominate
- Explore the difference that marketing metrics has made to P&G
- Learn how Tesco ensure that customers, not finance, drive the boardroom agenda
- Embrace the techniques of Marketing ROI and Marketing Scorecards

### Coffee Break

#### Track 8: **Inspiring leadership** that engages the whole business

- Defining a new role for marketers – championing customers, innovation and growth
- Considering how to balance leadership and management in more inspiring ways
- Why the effective CMO is the right person to be the next CEO
- Learn the secrets of the world’s 25 most inspirational marketing leaders
- Consider the job description of the Genius Marketer and what it means for you
- Evaluate what you should do next with the CMO Profiler

Research with senior marketing managers in Central and Eastern Europe has identified that the key issues covered in this Masterclass agenda are the most pressing challenges facing Marketing Management in the region today. Implementing what you will learn from this Masterclass will give you and your organisation the opportunity to gain competitive advantage and improved bottom line profit.

### Who you will meet:

- Directors, Executive Vice Presidents and Senior Managers with responsibility for marketing, branding, communication and advertising at the highest level, who are members of boards of management or directly report to CEO's.
- Directors and senior management whose role includes defining market strategies, developing new products and implementing innovative marketing campaigns to attract and retain local consumers.
- Corporate Leaders, General Managers and Directors who are involved in marketing on a national or regional level, and who are responsible for the success and bottom line profit of their organisations.
- Top level marketing executives looking to stay ahead in a world of fast followers.

### What you will gain:

- Improved strategic leadership skills – as customer champions, business innovators and growth drivers.
- A systematic methodology to develop compelling brands and propositions.
- Insights, practical benefits and deep best practice experience.
- Opportunities to network, share experiences, and exchange ideas with people who share similar challenges to you.
- Provocative insights, new ideas and practical action plans for implementation in the months ahead.
- The chance to improve knowledge and learn from leading experts as well as other marketing professionals.

### What your organisation will gain:

- A better alliance between corporate leaders and marketing management.
- Improved understanding and alignment between the marketing strategy and the broader business strategy.
- A more effective approach to drive sustained profitable growth through more strategic, innovative and commercial marketing.
- Solutions to challenges faced by local and international organisations in Central and Eastern Europe.
- Practical actions that can be taken to improve the effectiveness of marketing strategies.
- A unique chance to learn from the perspectives, insights and experiences of other participants.

## Marketing Genius Tool Kit

Delegates will leave the Masterclass with the following tools and techniques in hand:

- Market Mapping
- Customer Propositions
- Customer Scripts
- Marketing Scorecards
- Energy Pyramids
- Customer Mapping
- Future Radar
- CMO Profiler

## Sample Client List

### TELECOMS & COMMUNICATIONS

Alcatel	BITE GSM
Cisco	Columbus IT
CSC - Computer Sciences Corporation	Ericsson
Computer Associates	IBM
Hewlett Packard	Kyivstar
Intel	Microsoft
Lucent Technologies	Motorola
Mobilkom Group	Nortel Networks
Nokia	Orange
Oracle	Polska Telefonii Cyfrowa
Polkomtel	S&T Group
Romtelecom	Siemens
SAP	Sun Microsystems
Slovak Telekom	Telekomunikacja Polska
Symantec	Telia Mobile
Telenor	Vodafone
T-Mobile	

### CAPITAL MARKETS

ABN AMRO	Ceska Sporitelna
Citibank	Danske Bank
Erste Bank	Hansabank
HVB Group	ING Group
Nordea Bank	Raiffeisen Bank
Societe Generale	SEB

### OIL & GAS

ExxonMobil	INA
Lukoil	MOL
Nafta	OMV
PKN Orlen	Rompertrol
Schlumberger	Slovnaft

### PHARMACEUTICALS

Astrazeneca	Bayer
Gedeon Richter	GlaxoSmithKline
IVAX Pharmaceuticals	KRKA
LEK Pharmaceuticals	Novartis
Pliva	Roche

### MANUFACTURING

Atlas Copco	Elcoteq
Flextronics	General Electric
General Motors	Holcim Group
Mittal Steel	Philips
US Steel	Visteon

### PROFESSIONAL SERVICES

Accenture	BCC - Polska
Boston Consulting Group	Deloitte
EDS	Ernst and Young
HayGroup	Hewitt
KPMG	PriceWaterhouseCoopers

### FMCG

Agrokor	Avon Cosmetics
British American Tobacco	Carlsberg
Coca Cola	JT International
Masterfoods	Philip Morris
SAB Miller	Unilever

## About Us

Realising the importance of the paradigm shift in the knowledge economy and identifying with the new global leadership approach in the corporate arena, Stamford Global was established to deliver timely, cutting-edge, world-class events such as professional training courses, in-company training, summits and educational conferences to the international business community, with special emphasis on the European region.

The vast international network of Stamford Global, and its close relationship with leading minds from most industry verticals, grants it the unique capacity to introduce to your company the most acclaimed trainers from the global business sector, as well as internationally recognised business leaders.

Stamford Global strives to be the most recognised business intelligence provider, the preferred industry event partner sensitively responding to the most recent market changes with ultimate professionalism.

## Tailored Content

The Pre-Course Questionnaire (PCQ) is an essential training tool that generates productive information to both trainer and delegate. It allows the trainer to customise the content according to the audience's immediate learning needs.

The PCQ equips the trainer with knowledge about the imminent industry and company-specific challenges the client is facing and provides information about the delegates. To ensure that the feedback is productively incorporated into the program, it is very important that the detailed PCQs are returned to our Operations Department well in advance of the event.

With the information gained from the PCQs, Stamford Global can guarantee that the course is structured with the delegates' level of expertise in mind and it addresses their issues of concern.

## Action Learning Approach

Action Learning was originally developed as an approach to learning at work, stressing the importance of action and collaboration in the learning process.

Stamford Global identifies with the principles of Action Learning and applies it successfully in its courses and training sessions to achieve higher staff productivity in your company.

When delegates engage in Action Learning, the advantages are numerous. Not only do they solve problems, acquire new facts and develop new skills, but they also learn with and from each other and gain the type of understanding only accessible through deep learning.

# Marketing Genius Masterclass

Please complete the form and fax to (36) 1 999 7481

03-04 December, 2007  
JW Marriott, Bucharest



If you are a member of the European Union please indicate your EU Community VAT Identification Number

-----

## PAYMENT DETAILS

Please Debit my Mastercard/Visa/AMEX (please specify):

Card Type:

Name on Card:

Card No.:

Start Date:  Expiry Date:

Security Code:  Signature:

### Hotel Accommodation & Airport Transfer

Accommodation and Airport Transfer are not included in the training participation fee. To arrange accommodation at the conference venue, you will receive a reservation form with our **Stamford Corporate Rate**. Room reservation and airport transfer should be arranged directly with the hotel.

### Confirmation Details

After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details 2 (two) weeks prior to the event, please contact The Executor at [operations@stamfordglobal.com](mailto:operations@stamfordglobal.com)

### Payment Method

Payment is required within 5 (five) business days of receipt of invoice.

## THE FINE PRINT:

**Please read carefully before registration**

**Client** means the registering organization

**Executor** means Stamford Global LLC or its representative companies

**This registration form constitutes a legally binding sales contract between the Executor and the Client. All terms are mutually accepted and negotiated in good faith.**

**1. Fees:** Registration fees are inclusive of program materials, luncheons and refreshments, but exclude accommodation and travel expenses.

**2. Payment terms:** Following completion and return of registration form, full payment is required within 5 (five) working days. Payment must be received before the commencement of the event. After registration all payment must be executed within the terms herewith irrespective of attendance. Should a portion of the Contract price be subject to state, federal, or local taxation, or VAT if applicable, the Executor reserves the right to add such charges to the final invoice or recover such sums from the Client at the time when they become due.

**3. Cancellation/Substitution:** Substitution is allowed by providing a written notice is given to the Executor, not later than **2 working days before the event**. Otherwise all registrations carry a **50% cancellation liability** of the contract value immediately after an authorized registration form has been received by The Executor. By signing this registration form the client agrees that in case of any dispute or cancellation The Executor will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason The Executor decides to postpone or cancel the event, The Executor is not responsible for covering airfare, hotel or any other cost incurred by the clients. Any cancellation received in **less than 10 working days before the event carries 100% payment liability**. No refund, partial refund or any alternative offer shall be made.

**4. Indemnity:** The Executor reserves the right to change the event content, date, and venue should circumstances require. In such cases no penalty, partial refund or refund or alternative offer shall be made. In the event of the Executor permanently cancels the event for any reason whatsoever, and provided that the event is not postponed or merged with any other event at a later date, the Client shall receive full payment returned in 14 business days after the proposed initial date of the event. The client hereby indemnifies and holds the Executor harmless from and against any and all costs, damages, expenses including attorney fees, which are incurred by the Client.

**5. Copyright:** All intellectual property rights in all materials produced and distributed by the Executor is expressly reserved and any unauthorized duplication, publication or distribution is prohibited without written permission of the Executor.

[www.stamfordglobal.com](http://www.stamfordglobal.com)



+36 1 885 7900



[www.stamfordglobal.com](http://www.stamfordglobal.com)

## Sales Contract

DELEGATES PLEASE UNDERLINE THE DELEGATES SURNAME

Name   
Position   
Email

Name   
Position   
Email

Name   
Position   
Email

Name   
Position   
Email

## ORGANIZATION

Company Name   
Street   
City   
Country   
Postal Code   
Telephone  Fax   
Nature of Business   
Company Size   
How did you learn about this course? (please tick box)  
Sales Call  Brochure  Internet   
Advertisement  Other

## AUTHORIZATION

I certify that the above information is correct. I am aware of the prerequisites of the event(s) for which I am registering and have met the necessary requirements. I have read and understand the enrolment policies.

Name   
Position   
Signature   
Date

Event Pricing EUR 1,495 per participant

Register 3 participants and receive a **complimentary ticket for the 4th delegate**  
Stamford Global **3+1** offer!

**StamfordGlobal**  
never • stop • learning