

You are invited to...



Turn your Customer Insights into Marketing Results



Topics Include:

Building the Optimal Data Foundation for Marketing Analytics

presented by **Alexis Zamkow**, Canada Post

Predictive Analytics presented by **Richard Boire**, Boire Filler Group

Uncovering Customer Insights through the Explosion of Social Networks

presented by a SAS expert

Panel of Experts: Use your customer insight in campaign design

Moderated by **ICOM** and including marketing experts:

Kristian Dart, Dana Gheorghiu and Guy Stevenson

When: March 8, 2011

***Where: Canada Post, 7th Floor, 1 Dundas St West Toronto
(SW Corner of Yonge / Dundas)***

Registration: 8:00am – 8:30am

Session: 8:30am – 12:30pm

RSVP by February 28, 2011 to guarantee your spot at this *FREE* seminar

Insidethebox@canadapost.ca

Breakfast will be provided



Keynote Speaker



Building the optimal data foundation for Marketing Analytics **Alexis Zamkow, General Manager, Data and Targeting Products and Services, Canada Post**

Building an effective data strategy is a critical foundation to the implementation of today's predictive analytics solutions. Developing techniques to assess data assets, collect and integrate customer and third party data is most often grounded through location intelligence and appropriate data hierarchies. What are leading companies doing to set up for success in analytics? How can a simple market penetration analysis help me to prioritize my customer contacts and drive new customer acquisition? Understanding the options available to marketers in preparing data and leveraging local market tools will help to drive more actionable results. Most importantly though, understanding the best order in which to leverage today's tools will ensure your analytic data is correct and current before you embark on interpretation, thus delivering both improved insights and actionable contacts.



Alexis Zamkow

In her role at Canada Post, Alexis oversees the development of geo-spatial targeting tools, address-based data offerings and the National Change of Address program. Prior to joining Canada Post, Alexis developed her skills in both CRM and marketing strategy across a broad spectrum of organizations and industries, focusing on leveraging customer information to build loyalty and profitability. With experience working in Canada and the U.S. on analytic and technology assignments for companies such as Direct Energy and GTE, Alexis has blended research, segmentation, modeling and CRM technologies to deliver enhanced customer experiences. Alexis has also led agency teams on data-driven loyalty and communications programs for companies such as Bell Canada, Sears, Mead Johnson, Nissan, Future Shop, Ford of Canada and Scotiabank.



Keynote Speaker



Predictive Analytics

Richard Boire, Partner, Boire Filler Group

With the explosion of information, businesses are now able to produce results and, ultimately, measure performance for any given initiative. But how are solutions developed from this information and more importantly, how do businesses action these solutions? This is about adopting the discipline of predictive analytics where businesses use prior or historical information to predict what might happen going forward. This discipline can use simple techniques for future decision-making or more complex mathematical techniques as a means of formulating these decision rules. The notion of making business decisions based on intuition and one's prior experience is becoming more the exception rather than the rule as businesses are adopting predictive analytics to provide a more quantitative approach in their decision-making.



Richard Boire

Richard Boire's experience in database marketing and data mining dates back to 1983, when he received an MBA from Concordia University in Finance and Statistics. Immediately after, he joined Reader's Digest where he developed segmentation and modeling routines for all direct marketing programs. Richard's progressive career path led him to American Express, where he pioneered predictive modelling technology for all direct marketing programs. He pioneered the development of models which targeted the acquisition of new customers based on return on investment. With this experience, Richard formed his own consulting company back in 1994 which is now called the Boire Filler Group, an organization which offers analytical and database services to companies seeking solutions to their existing data mining or database marketing challenges.



Speaker



Uncovering Customer Insights through the Explosion of Social Networks

Presented by SAS

Navigating online social networks to better understand your customers, find new customers, improve your brand presence and drive new products is an emerging art. Through a disciplines approach of searching out the credible sources, aligning the data, interpreting the messages and actioning findings, marketers are gaining immediate and rich insights. This session will review the various sources of information, discuss techniques to analyze and segmentation of customer loyalty and engagement, and ultimate to show you how online social networks can augment your data strategy to offer you a competitive advantage



Marketing Panel



Panel Moderator: Lothar Fritsch, Sr. Director Consumer Insight, ICOM



Kristian Dart General Manager, Philanthropic Response Marketing Heart & Stroke Foundation of Ontario

Kristian is responsible for the development and execution of a multi-channel marketing strategy for the Foundation's direct marketing program in seven provinces. His responsibilities also include the management of the national Online Fundraising program. He has been with the Foundation for seven years, previously working in the New Business Development team. Kristian earned an MBA with a focus in Strategic Marketing from McMaster University. Kristian is also Vice-Chair of the Canadian Marketing Association, Not for Profit Council.



Dana Gheorghiu, Rogers Communications

Dana is a crucial resource at Rogers Communications as the Senior Manager Forecasting and Analytics on the Marketing Communications team – where she asks as a consultant, an advisor and sometimes even a psychic to a team of marketers who require her skill set to understand how to plan for campaigns and most importantly analyze and interpret response. In 2009 Dana was a guest speaker at the Environics Analytics Users Conference where she demonstrated her strategic thinking in helping to frame a deeply targeted marketing campaign. She has received a number of awards from Rogers and is a highly sought after resource on the marketing team.



Guy Stevenson, Managing Director, OgilvyOne Worldwide

Guy has more than 20 years direct marketing experience. His wide range of consumer and business-to-business direct marketing experience includes account management for American Express, DuPont Agriculture, Cantele AT&T, Air Miles for Business, Business, Export Development Canada, and Pitney Bowes. Guy has also chaired the business-to-business council of the Canadian Marketing Association.



8am	Breakfast and registration
8:30 – 9:30am	Building the optimal data foundation for Marketing Analytics, Presented by Alexis Zamkow, Canada Post
9:30 – 10:30	Predictive Analytics, Presented by Richard Boire, Boire Filler Group
10:30 – 10:45	Break
10:45 – 11:30	Uncovering Customer Insights through the Explosion of Social Networks, Presented by SAS
11:30 – 12:30	Marketing Panel:
	Panel Moderator – Lothar Fritch ICOM
	Dana Gheorghiu – Rogers Communications
	Kristian Dart – Heart and Stroke Foundation
	Guy Stevenson – OgilvyOne Worldwide