

Speakers Include



Ilya Yakubson
Chairman of Dixy Group



Vladimir Dolgov,
General Director, Google Russia



Igor Chestin,
General Director, WWF



Nastasya Savina,
Vice President, ABBYY



Yana Mazurova,
Commercial Director, Svyaznoy Bank



Emeritus Professor Malcolm H.B. McDonald
MA(Oxon), MSc, PhD, D.Litt. FCIM FRSA



Irina Skorobogatykh
Head of Marketing Chair Plekhanov Russian
University of Economics



Tatiana Komissarova,
Dean of the Business and Marketing School,
Higher School of Economics (HSE)



Raul Lansink,
CEO and Founder, Favela Fabric



Garrett Johnston,
Former Group Marketing Director for X5 and MTS



Fyodor Kostyashkin,
New Media Manager, Ozon.ru



Andrey Matveev,
Marketing Director, Intel



Clive Woodger,
Founder, SCG London



Evgeny Larionov,
CEO, Ex-Libris



Alexey Kostin,
Executive Director, The Russian Centre



Dmitry Belonogov,
MD, Saatchi & Saatchi X Russia



Irina Konovalova,
Strategic Planning Director, Saatchi & Saatchi X



The Venue

Hilton-Leningradskaya, 21/40 Kalanchevskaya str., Moscow
www.hilton.com

About the organiser

BBCG is one of the leaders in organizing business forums and summits in Russia and the former Soviet Union. Every year more than 4000 top executives and managers of the fastest growing sectors of the economy have access to exclusive information and contacts at BBCG forums.

Innovation, informal communication and extremely practical agendas drive the development of our business summits.

Contact the organizers

For Speaking Enquiries

Ekaterina Guseva
+7 (495) 785-22-06 ext. 1132
+7 (903) 629-06-39
E.Guseva@b2bcg.ru

For Sponsorship enquiries

Elizabeth Nosenko
+7 (495) 785-22-06 ext. 1215
+7 (910) 473-98-78
Elizaveta@b2bcg.ru

Olga Monastyreva
+7 (495) 785-22-06, 781-11-34, ext. 1025
+7 (903) 278-71-25
monastyreva@b2bcg.ru

For Delegate enquiries

Irina Chinnova
+7 (495) 785-22-06
iren@b2bcg.ru

For International enquiries

Dominic Manley
+44 (0) 207 193 7863
+44 (0) 7540 460 872

Delegate Price:

Full day ticket with lunch
For consumer businesses: 29,500 RUB
For industry suppliers: 49,500 RUB

www.marketingdn.ru

The Strategic Conference
Hilton-Leningradskaya 1st March 2012

Marketing Day & Night



CEO Level Marketing

Marketing Day and Night brings together the CEOs of Russia's Consumer Markets with their marketing department heads to examine the issues they are facing in today's uncertain economic environment.

- Prioritizing the marketing strategies of big business in the consumer market from 2012 to 2015
- Rethinking social responsibility to build relationships with consumers
- Analyzing how successful new media is for business development
- Finding ideas and partners for cooperation
- Formulating new demands for marketing services businesses in Russia

Up to the Minute
Insights From



SAATCHI & SAATCHI



XVI Annual Congress of the Russian Association of Marketing

Produced By
BBCG
B2B Conference Group

In Association with
АКОРТ
АССОЦИАЦИЯ КОМПАНИЙ
РОЗНИЧНОЙ ТОРГОВЛИ



www.marketingdn.ru

CEO Level Marketing

The Day

8.30-09.15 Registration, morning coffee

Reservations for networking lunch dedicated to cooperative marketing - Enabling businesses to explore joint marketing programs for mutual benefit.

9.30-10.30 Morning session

SOCIAL MISSION, OFF THE RECORD

Managing half the economy, creating consumer needs, do we have a common understanding of the direction in which we are moving? What responsibility do we have towards society? What are the long term social policies of consumer businesses in Russia? What contribution does society want or need from business?

For discussion and pragmatic questions:

- Why the acute need for social responsibility now? Is it economics, regulators or consumers that are driving this challenge?
- How are social programmes developed, and how do they relate to marketing? What are the priority projects? What ROI going forward if any should we demand?
- Interaction between business and higher education as an essential social project. What opportunities are there today and what are the common goals?

10.30-11.00 Coffee break, exhibition, networking.

11.00-12.30 Focus session with special guest

MARKETING IN THE BOARDROOM

10 questions that CEOs must put to their senior marketing colleagues and the answers they should be receiving.

"Following the DeLoitte report setting out the deep unease by CEOs and CFOs over the widespread lack of financial accountability for their often substantial budgets, this session will address this issue head on. I will spell out what the principal issues/questions are and will brief seniors on how they can deal with them. Inter alia, I will show how to develop a world class marketing strategy. This session is based on a number of years of research at the world-renowned Cranfield University School of Management in conjunction with their Professor of Finance." Professor McDonald

Professor Malcolm McDonald (Cranfield School of Management, United Kingdom) A leader of the world marketing school, alongside names such as Philip Kotler and Sergio Zyman. The author of 43 books on marketing, including the unique *"Marketing. An illustrated Guide to Jungle Business"* (12 editions). Professor McDonald works globally for the largest consumer companies such as IBM, Xerox and BP in the UK, Europe, Far East, Australia, Japan, South America and the United States. He is chairman of Brand Finance Plc. and five other companies.

Send your question to: e.guseva@b2bcg.ru

12.30-13.15 Business-lunch

Tables places subject to pre-reservation. The main theme of discussions: cooperation in marketing, joint projects. Talk from **Garrett Johnston:** "cross-marketing during an economic downturn"

13.15-14.15 Working groups:

(A). Social media marketing

How to integrate social media into a traditional marketing strategy.

Managing the reputation of your brand online.

(B). Large marketing budgets

Allocating budgets in the new marketing mix, in detail. What are the principles, in big business, for determining the total marketing budget? What are the risks?

(C). Marketing In A Recession

By analysing the last crisis period can we cherry pick the ideas that lead to success in a downturn? What should the action plan be for the current situation?

14.15-14.30 Coffee break, networking, exhibition.

14.30-16.00 Q & A session

WE ARE WAITING FOR CHANGE

For The First Time! The **INDUSTRY** sets the important questions, making the claim - **MARKETING EXPERTS** meet and defend their vision for changes in strategic marketing and tactics. This session is for the right questions and precise answers! In the Plenary Hall on the stage are the leaders of Russian and international marketing service companies and their opponents-the heads of the major consumer companies.

Among the questions already set:

- Understanding changes in consumer segmentation in Russia? What is the dynamic today?
- What new marketing tools are becoming standard for the industry? And where to expect breakthroughs tomorrow?
- Are we satisfied with the support given by the marketing services industry? Quality, pricing and "cartel" conditions?
- Mobile marketing for complete customer engagement

What are your critical questions for the industry?

Send your question to: e.guseva@b2bcg.ru

16.00-16.15 Coffee break, exhibition, networking.

Business invites future leaders to the concluding meetings of the Summit: A new generation of marketers and students of the HSE, Plekhanov Academy.

16.15-17.15 Working group

How Brands Need To Become Social

The case for opening up and embracing conversation with your audiences. Unlocking social capital to foster mass dialogue, collaboration and co-creation.

Raoul Lansink, CEO and Founder, Favela Fabric

17.15-17.30 Coffee break, networking, exhibition

17.30-18.30 Working Groups

(A) Measuring Marketing

Building a model for the evaluation of marketing performance. Looking at measurement, KPIs and benchmarks in different market sectors and for different channels of communication.

(B) Marketing and Consumer Behaviour

How has consumer behaviour changed and what is motivating the consumer today. A new approach demonstrated practically.

The Emotional Drivers of Shoppers:

Derived from research done in Russia in 2011 the Saatchi X team look at the emotions that cause people to buy certain products. By understanding what drives the shopper we can better understand how to market to them.

(C) Brand Building Internally and Externally

An in-depth look at creating brands in Russia today.

Creating value in your brand Achieving an effective differentiated internal brand culture

The Night

A party for marketers in a club atmosphere. CEOs and other delegates meet to celebrate their personal experiences of developing consumer businesses in Russia.

Professor Malcolm McDonald, the world's leading expert on strategic marketing, is coming to Russia for the first time to present a masterclass:

10 Questions that CEOs Must Put to their Senior Marketing Colleagues and the Answers They Should be Receiving.

The Issues

This one day conference will address the marketing issues facing CEOs today:

- Corporate social responsibility and its relationship to marketing
- Cooperative campaigns between companies to drive results
- The devastating impact on profits of trading on price
- The importance of correct market definition
- Marketing in a period of low growth
- Allocating large marketing budgets in the new marketing mix
- How to understand real customer needs
- How to classify customers for maximising profitability
- Brand building internally and externally in Russia today
- How to set realistic, effective objectives and strategies
- How to measure the financial impact of marketing strategies
- How to ensure your marketing plan creates shareholder value

Find out more at www.marketingdn.ru