



The Centre for Integrated Marketing Communications at San Diego State University Presents:

FRIDAY, JUNE 17, 2005  
Gateway Center  
Global Communications Room  
San Diego State University

## BEST PRACTICES IN INTEGRATED MARKETING COMMUNICATIONS FEATURING THE "GOT MILK?" AND "WHAT HAPPENS IN VEGAS, STAYS IN VEGAS" CAMPAIGNS

Understanding how to develop and implement effective integrated marketing communications programs is one of the major challenges facing companies of all sizes across all industries. Don't miss this opportunity to learn about the **wildly successful** integrated marketing programs behind these award winning campaigns as well as how to make your own integrated marketing program **more effective**.

While you may be familiar with the "Got Milk?" and "What Happens in Vegas, Stays in Vegas" campaigns, do you know the extent of the integrated marketing support behind them? There is a lot more to these campaigns than meets the eye! There is also a lot more to developing and implementing a successful Integrated Marketing Communications (IMC) program. This one day seminar presented by the Centre for Integrated Marketing Communications will focus on the rapidly evolving field of integrated marketing communications. The seminar will examine the evolving role of IMC, how it differs from traditional advertising and promotion, and provide insights into how to measure the effectiveness of IMC programs.

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SAN DIEGO BUSINESS JOURNAL

The program will feature presentations by:

- Jeff Manning, Executive Director of the CMPB and the godfather of the "Got Milk?" campaign
- Randy Snow, Creative Director at R&R Partners, the agency that is the creative force behind the highly acclaimed campaign for the Las Vegas Convention and Visitors Authority
- Dr. George Belch and Dr. Michael Belch, Professors of Marketing at SDSU and authors of the world's leading text book on integrated marketing communications



JEFF MANNING



RANDY SNOW

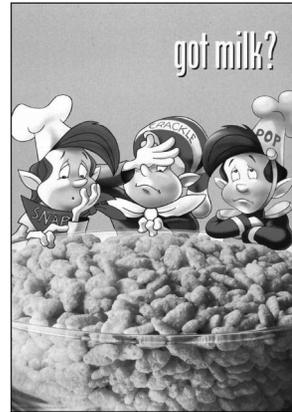


MICHAEL BELCH



GEORGE BELCH

For more information about these speakers, visit our website: [imc.sdsu.edu/seminar.htm](http://imc.sdsu.edu/seminar.htm)



## The Changing Role of Marketing Communications and the Evolving Role of IMC

This opening session will examine how the role of marketing communications is changing in the contemporary world of business. We will examine how traditional marketing communication tools such as media advertising, public relations, sales promotion, and direct marketing are coordinated with new media such as the Internet, branded entertainment, sponsorships and other methods. Learn how your company can use a variety of customer contact points to reach customers effectively and efficiently. We will focus on how the role of integrated marketing communications is evolving and companies are incorporating IMC into their marketing and business practices.

### Best Practices in IMC: The "Got Milk?" Campaign

Jeff Manning will provide a fascinating look into the "Got Milk?" campaign which is considered one of the most successful integrated marketing programs ever developed. He will describe how the program evolved from its inception as a tag line for a regional ad campaign for the California Milk Processor Board through its transformation into a licensing, property, and internationally acclaimed integrated marketing program. "Got Milk?" has become one of the most widely recognized ad slogans of all time and has become part of pop culture and American vernacular. The lessons learned from the campaign about strategic planning, creative development, brand building, and integrated marketing will prove valuable to virtually any marketer.

### Best Practices in IMC: "What Happens in Vegas, Stays in Vegas"

Randy Snow of R&R Partners will provide a behind the scenes look at the "Only in Vegas" campaign that his agency developed for the Las Vegas Convention and Visitors Authority. This is one of the most popular and successful campaigns running today, and recently received the "Grand Marketer of the Year" award from *Brandweek*. Randy will discuss the consumer research and account planning work that was done to develop the campaign. He will also describe how R&R Partners has leveraged the popular TV commercials and tagline into a fully integrated marketing campaign that helped attract a record breaking 37.4 million visitors to Las Vegas last year. However, remember that "What happens in this session, stays in this session"!

### The New Media Landscape: The Use of Traditional versus Nontraditional Media

The media landscape is vastly different today than it was just a few years ago. The Internet, wireless, entertainment marketing, and product placements are just a few of the many new media being used to more effectively communicate with audiences. The use of traditional media is declining due to changes in buying behavior, the fragmentation of audiences, shifting media patterns and the emergence of new technologies such as TiVo, iPods, and satellite radio. Marketers are finding that the best way to send the right message to the right person at the right time has become more challenging than ever and they must rethink their media strategies. This session will examine the trends and changes in the media environment and offer insights into how marketers must respond to them.

### Measuring the Effectiveness of the IMC Program

The seminar will conclude with a session dedicated to helping answer the question that keeps most marketing and advertising people awake at night: How do I know my marketing communication program is working? The session will examine ways of assessing the communications impact of traditional and non-traditional media and explore issues regarding the measurement of return on investment for marketing communications.

## SEMINAR SCHEDULE

- 8:00 to 8:30 Registration and Continental Breakfast
- 8:30 to 8:45 Welcome and Program Overview
- 8:45 to 10:15 The Changing Role of Marketing Communications and the Evolving Role of IMC  
Speaker: Dr. George Belch, Professor of Marketing, SDSU
- 10:30 – 12:00 Best Practices in IMC: The Got Milk? Campaign  
Speaker: Jeff Manning, Executive Director  
California Milk Processor Board
- 12:00 to 12:30 Lunch (included with registration)
- 12:30 to 2:00 Marketing Las Vegas: The "Only Vegas" Campaign  
Luncheon Speaker: Randy Snow  
Creative Director R&R Partners
- 2:00 to 2:15 Break
- 2:15 to 3:30 The New Media Landscape: The Use of Traditional vs. Nontraditional Media  
Speaker: Dr. Michael Belch, Professor of Marketing, SDSU
- 3:30 to 3:45 Break
- 3:45 to 4:45 Measuring the Effectiveness of the IMC Program  
Michael Belch and George Belch
- 4:45 to 5:00 Wrap Up

For more information about the seminar,  
visit our website: [imc.sdsu.edu/seminar.htm](http://imc.sdsu.edu/seminar.htm)



## REGISTRATION (deadline is Friday June 10, 2005)

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Enclosed is my payment of: \$295 per person. For two or more people, there is a 10% discount.

My check is enclosed. **Please make your check payable to SDSU Research Foundation.**

I wish to pay by credit card:  MasterCard  VISA

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_



**Centre For Integrated  
Marketing Communications**

**College of Business Administration  
San Diego State University**

**Please mail your payment to:**

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**To register please mail the completed registration form along with payment to address listed above. You may also register on-line, download and fax the registration form, or call (619) 594-2781 – specify the “Best Practices imc Seminar.”**

**Registration deadline is Friday, June 10, 2005. Seminar fee is \$295 per person (includes lunch).**