

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

FRIDAY, JUNE 22, 2007
8:00am – 5:00pm

Extended Studies Gateway Center, Room 206
San Diego State University

THE ROLE OF INTEGRATED MARKETING COMMUNICATIONS (IMC) FOR HIGH TECHNOLOGY COMPANIES

DON'T MISS THIS OPPORTUNITY TO LEARN HOW **IMC PROGRAMS**
DRIVE THE SUCCESS OF HIGH TECHNOLOGY COMPANIES AND BRANDS!

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Understanding how to develop and implement **effective Integrated Marketing Communications** programs is one of the major challenges facing high technology companies today. This one day seminar presented by the Centre for Integrated Marketing Communications will focus on the rapidly evolving field of Integrated Marketing Communications with a specific focus on the **high technology marketplace**. You will learn how to view your Marketing Communications program from the customers' perspective and develop IMC programs that **strategically integrate** all of the MarComm tools.

Delivering the right message to the right person at the right time has become more challenging than ever and requires that companies rethink their marketing communications strategies. The seminar will examine the evolving role of IMC, how it differs from traditional advertising and promotion, and provides insights into how to measure the effectiveness of IMC programs – all with the focus on high technology companies.

The program will feature presentations by:

- Jackie Meyer, Senior Director of Marketing, QUALCOMM MediaFLO USA
- Neil Portnoy, Assistant Vice President, Consumer Durables, Claritas Inc.
- Jon Maron, Senior Director of Marketing, LG Electronics MobileComm U.S.A., Inc.

- Dr. George Belch and Dr. Michael Belch, Professors of Marketing at SDSU and authors of the world's leading text book in Integrated Marketing Communications.
- Richard Brooks, Clinical Professor of Marketing at SDSU and former President of the San Diego office of the McCann Erickson Advertising Agency.

There will also be a panel discussion on challenges facing high tech companies in implementing their IMC programs. The panelist will include:

- Daniel Lee, VP Marketing, Hitachi America, Ltd.
- Jerry Yen, VP Marketing, Total Training
- Chad Farmer, President and Creative Director, The Lambesis Agency

For more information about these speakers, visit our website: imc.sdsu.edu/seminar.htm



NEIL PORTNOY



JON MARON



DANIEL LEE



GEORGE BELCH



MICHAEL BELCH



RICHARD BROOKS



KEYNOTE: Using Integrated Marketing Communications to Launch MediaFLO

As the keynote speaker for the seminar, Jacqueline Meyer, Senior Director of Marketing for **MediaFLO USA** will discuss the integrated marketing campaign being used to launch FLO TV™, the award winning service which delivers high quality mobile TV services directly to subscribers' wireless phones. **MediaFLO is revolutionizing the mobile entertainment experience** by bring television programming to mobile consumers from the world's best entertainment brands including CBS Mobile, Comedy Central, ESPN Mobile TV and many others. Jacqueline will discuss MediaFLO USA's marketing and public relations efforts which includes developing partner marketing programs and ingredient branding campaigns with wireless carriers and network and cable programmers, defining MediaFLO USA's brand strategy and identity, and directing the company's internal communications initiatives.

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 Communications tools are being coordinated with new media such as the Internet, branded entertainment, sponsorships and other communications vehicles. 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 how high tech companies are incorporating IMC into their marketing and business practices.

Branding for High Technology Companies

John Maron will discuss the role of Integrated Marketing Communications in building and sustaining strong brands. Jon will discuss the challenges high tech companies face in brand building and how to go about this process. He will discuss how LG has become one of the leading brands in the U.S. mobile phone market in just a few years and the role IMC played in the success of the company.

Market Segmentation and Targeting for High Tech Companies

Neil Portnoy will discuss how the Claritas segmentation system can be used to identify, quantify, locate and target a company's most profitable customers. Claritas is the pre-eminent source of demographic data and target marketing research information. You will learn about the company's industry-leading market segmentation systems, market analysis and marketing software applications and how they can be used to help target your Integrated Marketing Communications efforts.

Successful Management and Implementation of the IMC Program

All organizations face the challenges of successfully implementing and managing an IMC program. A number of internal and external barriers may hinder the ability to accomplish this goal. This session will identify the barriers that impact the development and execution of effective IMC programs and present solutions for overcoming them.

Panel Discussion on Challenges Facing High Tech Companies in Implementing IMC Programs

Marketing executives from several high tech companies and service providers will share their collective experiences in the implementation and management of their IMC programs. The panelists will include Daniel Lee, Vice President of Marketing, Hitachi America, Ltd., Chad Farmer, President and Creative Director, The Lambesis Agency, and Jerry Yen, Vice President of Marketing, Total Training. They will discuss best practices as well as the challenges they encounter in developing IMC programs that are responsive to the rapid changes impacting the fast-paced world of high tech companies.

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 communications 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.

Register online and for more information about the seminar visit: imc.sdsu.edu/seminar.htm

Registration Deadline June 18th

MAIL-IN REGISTRATION

Register online at imc.sdsu.edu/seminar.htm

Name: _____ Company: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Enclosed is my payment of: \$295 per person. Lunch included.

Special Discount: For two or more people and for HTMA members, fee is only \$275 per person.

Yes, I am an HTMA member

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

I wish to pay by credit card: MasterCard VISA AmEx

Card #: _____ Exp. Date: _____

Signature: _____

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