
INSIGHTS MARKETING DAY 2016

Better marketing, better business.

Presented by

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Marketing for the Market Research Industry

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WELCOME

Welcome to Insights Marketing Day! We're so glad you could join us.

At GreenBook, we believe in putting on events for the greater good of our industry. Innovation is a central theme in our events – sometimes we're showcasing new technologies with the potential to change our industry, or discovering new startups that are changing the game for all of us. But we also recognize a need for market researchers to embrace innovation in a personal, everyday way through marketing.

We know marketing your business effectively can be a challenge, so we've assembled some of the best in the business here today to arm you with tips, tricks, and best practices for you to take back to the office. We're really excited about the content our speakers have prepared for you today – and you'll be able to start using their advice right away to grow your research business. Get ready for a day of learning, networking, and innovation.



GET CONNECTED VIA WI-FI

The network name is **R5Guest**, and the password is **R5guest312**.



NEED HELP?

If you have questions on-site, please stop by the registration desk and we'll be happy to help! If you have any questions for us following the event, just email us at marketing@greenbook.org, and we'll get back to you ASAP.



TWITTER

Join the conversation online using the event hashtag: **#imd16** – you can also follow us at **@GreenBook** for updates!



DOWNLOADING PRESENTATIONS

All speaker presentation deck PDFs will be uploaded to our event website over the next week. We'll send an email to you once they're available!

AGENDA

8:30AM–9:15AM

Registration & Welcome Coffee

9:15AM–9:30AM

Welcome & Opening Remarks

Lauren Tilden (*GreenBook*)

9:30AM–10:30AM

7 Steps to the Perfect Marketing & Sales Plan

Steve Henke (*Harpeth Marketing*)

10:30AM–11:00AM

Pay Attention to Me! How to Break Through as a Thought Leader When Everyone Else is Also Trying

Dr. Annie Pettit (*Annie Pettit Consulting*)

11:00AM–11:20AM

Networking Break & Snacks

11:20AM–11:50AM

No More E-Blasts: Reimagining Email for the Modern Subscriber

Monica Montesa (*Aweber*)

11:50AM–12:20PM

Putting Your Email Marketing to Work: Generating & Pre-Qualifying Leads (At Scale)

Ana Jacobsen (*Drip from Leadpages*)

12:20PM–12:50PM

Content-ed: Learn to Love the Art of Creating Relevant “Stuff”

Susan Griffin (*BrainJuicer*)

12:50PM–1:50PM

Lunch

1:50PM–2:30PM

Panel: Strategies of Successful Research Agencies

Moderated by Lukas Pospichal (*GreenBook*), with panelists Tom Anderson (*OdinText*), Gillian Carter (*Brandtrust*), Ross McLean (*Over the Shoulder*) & Anusha Sthanunathan (*Fetch Rewards*)

2:30PM–2:50PM

The Future of Social Marketing

Priscilla McKinney (*Little Bird Marketing*)

2:50PM–3:20PM

Branding You: Sales Tips for Market Researchers

Dan Rangel (*Survox*)

3:20PM–3:40PM

Networking Break & Snacks

3:40PM–4:10PM

Marketing for MR: What We’ve Learned From GRIT, Our Clients, and Our Own Marketing

Lukas Pospichal & Lauren Tilden (*GreenBook*)

4:10PM–4:55PM

Panel: How to Talk to Me – What Clients Really Think of Your Marketing

Moderated by Steve Henke (*Harpeth Marketing*), with panelists Matt Marcus (*BMO Harris Bank*), Aiesha Powell (*Ebony Media*), Michael Wechselberger (*The Kraft Heinz Company*), Erin Attere (*Takeda Pharmaceuticals*) & Stacey Symonds (*Orbitz*)

4:55PM–6:00PM

Closing Remarks & Networking Reception

Lauren Tilden (*GreenBook*)

VISIT US AGAIN AT ANOTHER EVENT

ATTRIBUTION ACCELERATOR

New York City / November 30, 2016

attribution.insightinnovation.org

As marketing attribution moves beyond digital and mix modeling moves beyond traditional, this forum will quicken the pace of innovation, fortify the science, and galvanize the industry towards a common solution.

IIEX HEALTH

Philadelphia / April 4, 2017

iiehealth.insightinnovation.org

If you'd like to learn how the largest companies in healthcare and pharma are applying disruptive market research methodologies to achieve better business impact, look no further than IIEX Health when we return to Philadelphia in 2017.

IIEX EUROPE

Amsterdam / February 20-21, 2017

iieeu.insightinnovation.org

Learn about the new ideas changing the world of insights, participate in practical trainings designed to develop new skills, and network with the most innovative MR pros in Europe - only at IIEX.

IIEX NORTH AMERICA

Atlanta / June 12-14, 2017

iie-na.insightinnovation.org

Do you believe innovation is imperative? We do, too. IIEX North America is the largest, most disruptive and content-packed innovation event in our industry. If staying ahead of the curve is important to you, this event is a can't-miss.

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