
INSIGHTS MARKETING DAY 2016

Better marketing, better business.

Presented by

GREENBOOK.

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HARPETH
MARKETING

keen as
mustard.
marketing for market researchers

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 **LMHQ Wifi**, and the password is **150Broadway**.



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 & Dana Stanley (*GreenBook*)

9:30AM–10:30AM

**7 Steps to the Perfect Marketing
and Sales Plan**

Steve Henke (*Harpeth Marketing*)

10:30AM–11:00AM

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

Susan Griffin (*BrainJuicer*)

11:00AM–11:20AM

Networking Break & Snacks

11:20AM–11:50AM

**Get Viral! Thought Leadership As
Marketing Strategy**

Kristin Luck (*Luck Collective*)

11:50AM–12:20PM

The Future of Social Marketing

Priscilla McKinney (*Little Bird Marketing*)

12:20PM–12:50PM

Attract More Business with Behavioral PR

Elizabeth Edwards (*Volume Public Relations*)

12:50PM–1:40PM

Lunch

1:40PM–2:20PM

Panel: Strategies of Successful Research Firms

Moderated by Dana Stanley (*GreenBook*),
with panelists Frank Kelly (*Lightspeed GMI*),
Christina Luppi (*Sentient Decision Science*),
& Christophe Ovaere (*ZappiStore*)

2:20PM–2:50PM

Sales Tips, Tricks, and Best Practices

Matt Gershner (*Remesh*)

2:50PM–3:20PM

**What to Say and How to Say It: Using Words
and Images to Craft Your Email Messages**

Alex Hollywood (*Constant Contact*)

3:20PM–3:40PM

Networking Break & Snacks

3:40PM–4:10PM

Exploring Infographics

Simon Dunn (*Keen as Mustard Marketing*)

4:10PM–4:55PM

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

Moderated by Dana Stanley (*GreenBook*), with
panelists Suzanne Hernandez (*Landor*), Eveline
Van der Meulen (*Condé Nast*), & Alexine
Tranquada (*Merck and Company Inc.*)

4:55PM–6:00PM

Closing Remarks & Networking Reception

Dana Stanley (*GreenBook*)

VISIT US AGAIN AT ANOTHER EVENT

We hope we'll see you again soon at another GreenBook event!

Come visit us again in Chicago, Amsterdam, Philadelphia, or Atlanta! Or if you're looking for an event a little closer to home, we'll be returning to New York City on November 30 to introduce our newest event, the Attribution Accelerator.

IIEX FORUM ON NONCONSCIOUS CONSUMERS

Chicago / November 14-15, 2016

iixforums.insightinnovation.org

Learn how industry leaders are applying behavioral economics and nonconscious measurement methods to their craft, and how to leverage them for better business impact.

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

iixhealth.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 IIX Health when we return to Philadelphia in 2017.

INSIGHTS MARKETING DAY

Chicago / November 16, 2016

imd-chicago.insightinnovation.org

Better marketing starts here. IMD is heading to Chicago by popular demand, with even more practical advice on improving your marketing strategy. If you have colleagues in Chicago you think would benefit from IMD, let them know!

IIEX EUROPE

Amsterdam / February 20-21, 2017

iix-eu.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 IIX.

IIEX NORTH AMERICA

Atlanta / June 12-14, 2017

iix-na.insightinnovation.org

Do you believe innovation is imperative? We do, too. IIX 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.