

# REGISTER

## Booking Form

please photocopy if more than one registration

First Name .....Last Name.....Title .....

Company .....Nature of Business .....

Address.....

.....Telephone .....

Mobile.....Fax.....E-mail .....

Please fill in the delegate name below as you would like it to appear on your badge.....

## Method of payment

Payments by cheque made payable to The Sunday Business Post

in the amount of €  (envelopes marked Conference Organiser)

Payments by credit card Please tick appropriate box Visa  Mastercard  Amex  Diner

Please charge to my account

Number     Expiry date / /

Signed.....Date .....Card Holder.....

## Registration fees

Please tick as appropriate

### Registration before September 20, 2002

	FEE	VAT	TOTAL
*Member of The Marketing Institute <input type="checkbox"/>	€375	€78.75	€453.75
Non Members <input type="checkbox"/>	€440	€92.40	€532.24

\*To avail of this special early-bird discount, payment must also be received before September 20, 2002

### Registration after September 20, 2002

Please tick as appropriate

Member of The Marketing Institute <input type="checkbox"/>	€425	€89.25	€514.25
Non Members <input type="checkbox"/>	€490	€102.9	€592.90

## Special discounts

■ Send three or more delegates from the same organisation and save 10% (before Vat) off the total registration fee

■ For students and charities please contact Liz Nielsen at The Marketing Institute  
tel: 01 2952355 or email: liz@mii.ie

## Cancellations

Refunds are not available, but places are transferable once notice is given.

## 5 easy ways to register

☎ 01-602 6000/602 6015

☎ 01-478 6198

@ conference@sbpost.ie

WWW thepost.ie/events/

✉ The Sunday Business Post, 80 Harcourt Street, Dublin 2



# 24TH NATIONAL

Thursday 17 October 2002, The Leopardstown Pavilion, Dublin

Creating and sustaining growth in the new competitive environment

# MARKETING CONFERENCE

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# INTRODUCTION

## The 24th National Marketing Conference focuses on competition and growth

Creating and sustaining growth in the new competitive environment is the theme of this year's National Marketing Conference. It is the 24th Conference of the Marketing Institute and it comes in a year that has seen fundamental changes in the world economy, in businesses and in business practice.

Our conference last year took place the day after September 11 and I am struck by the difference between then and now in terms of market performance, economic outlook, employment and the general availability of funding for businesses.

Creating and sustaining growth is the key issue for many as they face the new, tougher environment. It requires innovation, strategic thinking, initiative, risk taking and most of all a lot of hard work. This year's conference examines these issues and provides expert opinion on how businesses should manage these core business drivers for profitable growth.

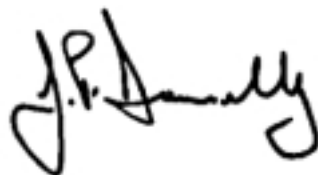
The morning kicks off with an examination of competitiveness and how different companies have managed to grow their businesses. I am delighted that Dan Flinter, chief executive, Enterprise Ireland will give an opening address on Embracing the Changing Competitive Environment. He will be followed by William Putsis, Professor of Marketing, London Business School, Patrick Waldron, director of Retail Marketing, Bank of Ireland and Paul Donovan, chief executive, Vodafone Ireland

The afternoon session focuses on sustaining growth and is chaired by John Staunton from the Michael Smurfit Graduate School of Business. In this session we have some interesting case studies of companies such as Manchester United, St Luke's and Boo.com, all providing their insights and lessons learned in their efforts to ensure company growth.

Finally, I am delighted that some of the Fellows of the Marketing Institute have agreed to join us at lunchtime so that we can continue this discussion over the break. A core objective of the National Marketing Conference is to provide you with an opportunity to network, while at the same time providing stimulating debate and key learnings.

I hope that your participation in this year's event will provide you with plenty of food for thought and some insights into the complex issues of competitiveness and creating and sustaining growth in today's market-place.

See you there  
Yours sincerely  
**JP Donnelly MMII**  
**Chairman**  
**The Marketing Institute**



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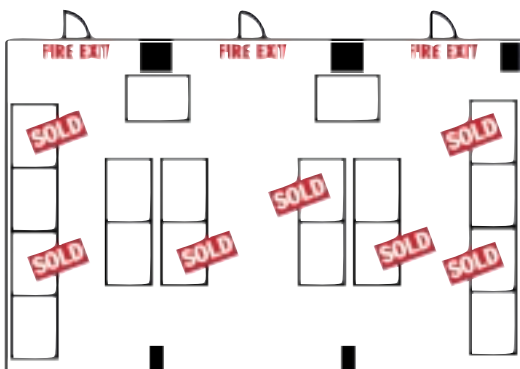
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# PROMOTIONAL OPPORTUNITIES

A range of promotional opportunities are available that will allow you to promote your business to marketing decision-makers attending this event.

The opportunity is there for you to increase your brand profile, network and generate new business leads.

For information on promotional opportunities call Marion Wallace on 087 2461662.



## CONFIRMED SPONSORS AND EXHIBITORS INCLUDE



Irish Marketing and Advertising Journal





## The Marketing Institute

The Marketing Institute ([www.mii.ie](http://www.mii.ie)) is the representative body for the marketing profession in Ireland. Established in 1962, the institute's membership and student members have grown significantly. Today, the institute represents over 5,000 marketing professionals in Ireland and abroad.

The Institute is a national not-for-profit organisation. All income generated is spent on developing member services and the Institute's education programme.

### What does membership of The Marketing Institute provide?

#### Economic benefits

- Professional Recognition MMII (Member Marketing Institute of Ireland)
- Discount on annual MII Conference fee
- Discount rates on Marketing Institute Brands (90 events nationwide in 2001/02 year)
- All MII Products segmented so as to cover current industry-relevant topics
- Free subscription to Irish Marketing Review
- Free bimonthly members' newsletter, The Marketing News
- Free listing in the annual MII Diary, Members' Section

#### Social benefits to you as a member (MMII)

- Prestigious awards evening featuring the MII Awards for Marketing Excellence in Ireland.
  - \* National Marketing and Sales Awards
- Access to the largest marketing network in Ireland
- MII Golf Society
- MII Christmas Luncheon
- Marketing Uncovered (the Young Marketers of Ireland) programme of events and activities

#### Affinity benefits available to members (MMII)

- Lifestyle offerings include VHI discounts
- Car (DRIVESURE) & house (HOMESURE) insurance discounts with Glennon Insurance,
- Avis car rental 25 % discount from airports
- Choice Hotels Europe with 5,000 hotels in 36 countries (up to 30 % discount for members)
- Affinity MBNA Marketing Institute Credit Card for members
- Marsh Financial Services (save up to 70 per cent on home buying costs)

#### The commercial benefits to you as a member (MMII)

- A strong business support and development programme where members are actively encouraged to do business with other members.
- A Source of information, advice and reference centre on Irish/European marketing issues (new trends, freedom of information, data protection, copyright, distance selling legislation, and market development)
- Code of Practice, which denotes the 'Quality Philosophy' of the marketing profession in Ireland
- Recognition at international level as a member of the European Marketing Confederation

#### The future benefits of your membership (MMII)

- A new membership area on the MII website.
- Membership card (a personalised MII identity card for internet membership area access).
- Marketing workshops designed to focus on industry-relevant topics of relevance to members.
- Ability to have your company listed in the highly targeted/trafficked site [www.mii.ie](http://www.mii.ie) (22,000 page views per month)

**Further training.** After obtaining your marketing qualification, the MII will provide short courses in specific areas of marketing such as Brand Management or Market Research through MII accredited skillsshops. Membership of the MII will offer significant discounts for members.



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# Creating & sustaining growth in the new competitive environment

## 7.45 - 8.45 Registration & breakfast

Delegates are invited to beat the traffic by arriving early and having breakfast with colleagues courtesy of the Marketing Institute.



Plus, over breakfast, **Peter Whelehan**, client services director, DMA, will deliver a light-hearted, high-energy session on how to be that bit more innovative in this new competitive environment including:

- Integration – How, with a modest launch campaign, the owner of a small adult shop in the UK became a millionaire
- Press – How a direct response press campaign generated significant revenue without one phone call to the premium rate number being answered
- PR and Promotion – How an Austrian department store ran a brand promotion that was so successful it received international coverage and customers turned up at the store totally naked (and he has video evidence to prove it!)
- International – A direct marketing campaign to the US that had such impact it caused the building to be evacuated
- Viral – A highly successful viral marketing campaign in the US that just wouldn't stop spreading

## 9.00 Chairman's opening remarks and introductions



**JP Donnelly MMII**  
Chairman  
The Marketing Institute

## Opening Address

### 9.15 Embracing the changing competitive environment

- The economic and competitive horizon for Irish industry
- Growth through research, innovation and technological advances
- Critical success factors to survive and prosper in the new economy
- Embracing change to stay ahead of the game



**Dan Flinter**  
Chief Executive  
Enterprise Ireland

## Competition

### Keynote Address

#### 9.45 Collude, coordinate or fight? How firms compete – lessons from applied game theory

- What do we know about the patterns of competitive interaction that exist between companies?
- How might we measure and use knowledge of competitive response to predict and anticipate competitor actions/reactions?
- Measures of demand response are often antiquated -- what information do we need to plan our marketing activities in the presence of competitive reactions by rivals? By 'partners'?
- Are there lessons to be drawn from assessment of competitive interaction in FMCG categories in the United States?



**William Putsis**  
Professor of Marketing  
London Business School

PROGRAMME

## 10.30 Morning tea

### 11.00 How can financial services companies create and sustain growth in the new competitive environment?

- Challenges to financial services in the emerging competitive environment
- How customer expectations and technology are driving significant change
- How to shape the new customer proposition that will be required
- What are the delivery challenges for the new customer proposition
- What is the likelihood of success for incumbents



**Patrick Waldron**  
Director  
Marketing & Direct Channels  
Bank of Ireland

### 11.40 Case Study: Positioning Vodafone for the future – a marketing perspective

- Creating and sustaining growth in the new competitive environment
- Innovation and creativity in the marketing strategy
- Reconfiguring the company to support the brand promise throughout the value chain
- Turning technology initiatives into genuine market initiatives and lessons learned



**Paul Donovan**  
Chief Executive  
Vodafone Ireland

### 12.20 Lunch with the experts

Lunch will be set up in tables of ten with a seat at each table reserved for a leading pre-announced marketing expert. Each expert will be available for discussion, to answer questions and to share their advice and experience with their luncheon companions. Based on a first come first served basis, attendees can choose at which table they wish to sit.

Lunch sponsored by



## Growth

### 1.45 Welcome back and introductions from the afternoon chair

This includes a scene setting presentation on Growing Your Business

**John Staunton, the Michael Smurfit Graduate School of Business**

### 2.00 Manchester United: From Football Club to global plc



*How Manchester United became and plans to stay the biggest club in the world*

- The challenges facing the world's most successful sports business franchise
- Converting fans to customers
- Leveraging television exposure
- Brand extension through partnership

**Peter Draper, Director of Marketing, Manchester United Plc**

### 2.40 Challenging the status quo: how doing things differently has helped St Luke's grow and compete

*The Harvard Business Review* proclaimed St Luke's as "the most frightening company on earth" St Luke's -- one of Europe's most daring and experimental companies -- is full of free spirits who delight in breaking rules, both as they create advertising and run their organisation. There are no secretaries, no desks and no fixed working hours. It's mad and it works. In only its second year, St Luke's was named Agency of the Year and it recently won the End of Millennium Business Ethics Award.



**Kate Stanners**  
Deputy Chairman  
St Luke's

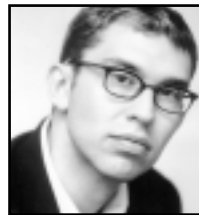
## 3.20 Afternoon tea

### Afternoon keynote address

#### 3.45 How it can all go wrong: the inside story of the rise and fall of boo.com and the lessons learned

In the spring of 1998 Ernst Malmsten and Kajsa Leander came up with a revolutionary internet business idea. Boo.com would be the first global online retailer of sports and designer clothes, using only the most cutting edge technology. It would be tailor-made for 18 countries, boasting a virtual changing room and 3D images. The timing was perfect. By the time Ernst and Kajsa made the cover of *Fortune* magazine, boo.com's valuation had soared to an incredible \$390 million, even before its website was launched.

With 400 staff, five overseas offices and endless technology problems, boo.com quickly became a management nightmare. There were attempted coups, legal threats and constant battles between key staff, bankers and investors. Internet stocks took a dive in April 2000 and the company was forced to delay plans for an initial flotation. Less than a month later, it collapsed.



**Ernst Malmsten**  
Founder  
boo.com

## 4.30 Conference close

### 4.30pm - 6.00pm Drinks reception

Delegates and speakers are invited to network over refreshments and to discuss the day's proceedings in a relaxed atmosphere.

# KEYNOTE SPEAKERS



**William Putsis BA, MS, PhD  
(Cornell University)**

**Professor of Marketing**

Dr Putsis is Professor of Marketing at the London Business School (since 1997) and Professor of Marketing at the Kenan-Flagler School at the University of North Carolina at Chapel Hill (since July 2001).

Prior to this time, he was Associate Professor at the Yale School of Management, Yale University (1990-1997) and Assistant Professor, Cornell University (1988-1990).

He teaches successful 'core' Executive MBA courses at top-ranked universities in the United States and in London. His list of clients for executive non-degree programmes include British Airways, Exxon/Mobil, Barclays Bank, Matsushita, Kone, Baker Hughes, SKU International and Syngenta.

His recent consulting client list includes Heinz UK, Eastman Kodak, British-American Tobacco, DHL Worldwide, BBC World Service, McCann-Erickson, Pilot Pen Tennis Tournament/Volvo International, American Public Radio and Special Olympics International.

His research and academic pursuits focus on the empirical application of game theoretic models of competition, competitive strategy, the marketing of private label products, new product diffusion and product line strategy, international marketing, advertising and communications, research and sports marketing.



**Ernst Malmsten** was the co-founder and chief executive of boo.com, the first global online retailer of sports and designer clothes.

boo.com was glamorous, staggeringly ambitious and at the centre of the internet craze that swept through Europe in 1999. Just six months after its launch, however, it became the first major casualty of the internet age.

Ernst started his entrepreneurial career when he was only 20. He arranged poetry festivals, wrote literary reviews, started a literary publishing house, LeanderMalmsten, and also started one of the first e-commerce companies in Europe selling books -- the now Bertelsmann-owned bol.com.

Today Ernst, now 32 and living in London, is continuing his entrepreneurship with some new ventures. He is also engaged in some advisory work in Europe and the US -- mainly in the areas of innovation, marketing and branding.

## LUNCH WITH THE EXPERTS



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In an exciting new development at this year's event, we have invited several of Ireland's leading and best-known marketers to attend the conference lunch. Each of these experts will be assigned to a different luncheon table where they will be available to share their insights, expertise and experiences on marketing with their luncheon companions. Some tables will have a central theme such as CRM or research or creativity, while other tables' subject matter will be merely determined by the course the conversation takes.

Which expert will be sitting at which table will be announced on the day of the conference. Attendees can then decide where to sit based on a first come first served basis.

Among those who have already confirmed their participation are:

- Prof Tony Cunningham FMII, UCD
- John Fanning FMII, Chairman, McConnells Advertising Services Ltd
- Niall Geoghegan MMII, Marketing & Sales Director, Jurys Hotel Group plc
- Colin Gordon FMII, Managing Director, C&C Ireland Ltd
- Gary Joyce MMII, Managing Director, Genesis
- Roger Jupp FMII, Managing Director, Lansdowne Market Research
- Michael Dwyer MMII, Chief Executive, Empathy Marketing Ltd
- John Glennane MMII, Managing Director, Ventis Ltd