



the 25th national

marketing

conference

The Hot Topics in Marketing

Successful Innovation • Living the Brand

Thursday October 23, 2003 The O'Reilly Hall, Belfield, Dublin

introduction

The Hot Topics in Marketing
Successful Innovation - Living the Brand

The 25th National Marketing Conference



Helping marketers lead their organisations in two of today's hottest business issues

Yes, it's true we're all busier than ever, but every now and then we need to take time out to think about how we might do things better. Abraham Lincoln had it right when he said: "If I had eight hours to chop down a tree, I'd spend six sharpening my axe."

This year's National Marketing Conference will help sharpen your marketing axe by addressing two of the hottest topics in marketing today - 'living the brand' and innovation. It's up to us as marketers to provide our organisations with the leadership in these areas and the Conference has been designed to help you as much as possible in this role.

The key thing for me about innovation is the need to make it an ever-present part of "the way we do things around here", not something to be visited just when a crisis in sales hits. We're privileged to have Barry Gibbons, former CEO and Chairman of **Burger King**, to give us an insight into how he achieved just that and increased profitability by 50% in the process. We'll also see how **Boru Vodka** went about creating arguably Ireland's most successful new brand in recent times. To top it off, I'm thrilled that we'll have Cindy McCaffrey, **Google**'s Vice President for Corporate Marketing, to tell us how innovation drove the creation of a global brand from nothing in just five years.

'Internal Marketing', 'On-Brand Customer Experiences', 'Brand Internalisation' - we've plenty of names for it, but what are the best ways to be successful at it? This theme will be addressed in a number of the presentations and of particular interest will be the case study from Pat Farrell, Head of Marketing at EBS, on their experiences with an ongoing internal marketing programme.

This year's conference is the 25th, making it an opportune time to reflect on two major pieces of research into marketing in Ireland today. Firstly David McWilliams, economist and broadcaster, will present the results of a series of focus groups and interviews covering a range of topics from market research and branding to marketers as leaders of their businesses. Professor John Fahy of the University of Limerick will then give us the quantitative view with some of the key findings from research with almost 700 Irish marketing managers and over 5,500 internationally, on issues including their organisations' business orientations, strategies, marketing activities and performance.

I'm also delighted that Professor John Murray, Professor of Business Studies at Trinity College Dublin and President of the Marketing Institute will present a thought-provoking paper on the state of marketing in Ireland at the moment and possible ways forward.

There'll be plenty of scope for debate, I'm sure, and you'll be given the opportunity to contribute to a panel discussion involving marketing leaders from a range of different sectors and industries.

All in all I think you'll find this year's conference extremely valuable and invigorating. Enjoy!

Yours sincerely



Pat Cahill MMII
Chairman, The Marketing Institute

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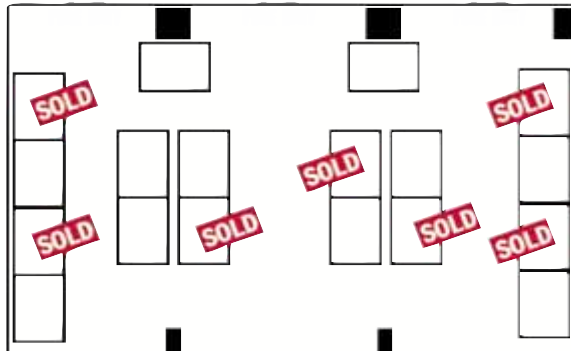
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promotional opportunities

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 087 246 1662.



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The Marketing Institute

The Marketing Institute (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 almost 5,000 marketing professionals in Ireland and abroad.

What does membership of the Marketing Institute provide?

Professional Benefits

- Professional Recognition MMII (Member Marketing Institute of Ireland).
- A body committed to the promotion of marketing as a philosophy, profession and career.
- Executive Educational Development Programmes (e.g. Brand Management).
- Discount rates on Marketing Institute seminars and events.
- Free MII Quarterly member's periodical.
- Free subscription to Irish Marketing Review.

Commercial Benefits

- Recognition at International level as a member of the European Marketing Confederation.
- Code of Practice, which denotes the "Quality Philosophy" of the Marketing Profession in Ireland.

- Members Only website, containing useful information sources, including RDS, a huge database that gives you access to marketing and general business information around the world.
- A network of marketing personnel contacts.
- An organisation committed to researching and presenting the interests of business from a marketing perspective.

Affinity Benefits

- VHI discounts.
- Hospital Sickness and Injury Cash Plan - by The Hospital & Medical Care Association.
- Car (DRIVESURE) & House (HOMESURE) Insurance Discounts with Glennon Insurance.
- Marsh Financial Services (Save up to 70% on Home Buying Costs).
- Avis car rental 25% discount from Airports.
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- MBNA Marketing Institute Credit Card for Members.
- Oaktree Press, book publishers 15% discount.
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- McGurks golf shops - 15% discount.

Social Benefits

- National Sales & Marketing Awards.
- Access to the largest Marketing Network in Ireland.
- MII Golf Society.
- Marketing Ball, Christmas lunch and other strictly social events.

If you join the **Marketing Institute** you qualify for a discount of €65 on the delegate fee for this conference. Just photocopy and complete this section, and send it to **Rose at The Marketing Institute of Ireland, South County Business Park, Leopardstown Road, Dublin 18**. We will then follow it up with you, but in the meantime you must send your payment for the full rate for the conference (We'll take the discount off your membership fee). Simple !

YES, I'D LIKE TO JOIN THE MARKETING INSTITUTE. Please send me details.

NAME..... ADDRESS.....

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programme

The 25th National Marketing Conference

Thursday 23rd
October 2003
The O'Reilly Hall
Belfield, Dublin

The Hot Topics in Marketing

8.00

Registration & breakfast

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

8.45

Chairman's opening remarks and introductions



Pat Cahill MMII,
Chairman,
The Marketing
Institute

9.00

OPENING ADDRESS

The state of marketing in Ireland - blazing a trail or lacking spark?

- I can see embers, but no flames
- We need new fuel: a diverse community of marketing practice from hi-tech to no-tech; from state services to multinationals; from FMCGs to B2Bs
- We need a vision and a voice to re-ignite the flames
- A Phoenix Project to re-generate the established and embody the new **John Murray, President, The Marketing Institute & Professor of Business Studies, Trinity College Dublin**

9.30

KEYNOTE ADDRESS

Innovation - the Olympic flame of distinction in cluttered markets

- Market distinction (aka 'old branding') was about what you did - a combination of the specification and price of your product/service

- Market distinction is as much about business leadership as it is about branding. It is not just what you do, but how you do it
- Having the best product/service is not always enough. The relationship between seller and buyer is key for repeat purchase and loyalty.
- Everybody in the organisation needs to be - and can be - energised to this end. Constant reinvention and innovation in thinking, behaviour and attitude keeps the flame of real market distinction alive.



Barry Gibbons,
Former Chairman
& CEO,
Burger King

10.10

Morning tea & exhibition viewing

10.40

Panel discussion

Putting the fire into marketing

Delegates will be encouraged to participate in this session with questions and comments being introduced from the floor for discussion by the panel. Among the topics for discussion are:

- 'To hell with innovation, we have to sell what we have'
- Markets and consumer tastes are changing so quickly - how do we cope?
- What does the last 12 months in food/household goods retailing tell us about the future of brands?
- How can marketing create improved 'on-brand' customer experiences?
- How do we ensure a bright future for brands?

Panelists: John McGrath, Consumer Food and Marketing Director, Bord Bia
John Fanning, Chairman, McConnell's Advertising Service Limited
Jack Mac Gowan, Head of Marketing, Tesco Ireland
Maria Mahon, Managing Director, irishjobs.ie
Facilitated by Brendan Nevin, Director of Retail Banking, Bank of Ireland

11.40

Innovation - a state of mind, not a firefight

- Culture versus procedure and process
 - Assessing market trends - the Boru Vodka experiences
 - Innovation and value for money marketing - the future
- David Phelan, Joint Managing Director, The Boru Vodka Company**
Pat Rigney, Joint Managing Director, The Boru Vodka Company

12.15

Lunch with the experts

Back by popular demand after its successful introduction last year, lunch will be set in tables of 10 with a place reserved at each table for a leading pre-announced marketing expert. Each expert will answer questions and share their advice and experience with their luncheon companions. Based on a first come first served basis, attendees can choose their expert table.



programme

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1.40

Welcome back from the afternoon chairman



**Ed McDonald, CEO,
The Marketing
Institute**

1.45

The burning issues in marketing - the results of two 'hot off the press' research reports

In an exciting development, the findings of two comprehensive research reports into the status and future of marketing will be unveiled for the first time today.

Part 1

The first piece of research is supported by An Post and The Marketing Institute. It is very much a qualitative piece of work whereby a series of group discussions, workshops and interviews, facilitated by David McWilliams, took place recently with some of Ireland's leading marketers. The findings of this research, which have been edited by McWilliams into a thought provoking book, will be unveiled today. Among the topics analysed are:

- Is market research all it's cracked up to be?
- The changing face of branding - opportunities and threats
- Irish Marketers - CEOs of the future?



**David McWilliams,
Economist and
Broadcaster**

2.25

The burning issues in marketing

Part 2

The Marketing Group at the University of Limerick is a participating member of an international research consortium engaged in a major new project. The study, which is largely quantitative, involves universities in 13 countries. In each country, a survey of marketing managers has been conducted from 5,650 firms, including 684 from Ireland. Managers have completed a detailed questionnaire containing 265 variables which examine firms' competitive environment, business orientation, resources and capabilities, strategy, marketing activities and performance. The top-line results of this research will be presented today.

**John Fahy, Professor of Marketing,
University of Limerick**

We are delighted to announce that each conference attendee will receive, when published, their own personal copy of the McWilliams Report, courtesy of dm.works, as well as a copy of the top-line results of the University of Limerick research.



2.55

Afternoon tea and exhibition viewing

3.20

Internal branding - sparking your people to live your brand

- Why financial services brands are different
- Brand building - the EBS experience
- The role of internal marketing
- Sustaining the momentum



**Pat Farrell, Head of
Marketing, EBS
Building Society**

3.50

Locknote address

Case study: Google - the rising flame of search and search marketing

- From scratch to the world's largest search engine in five years: a story of innovation and principles
- The road to profitability
- Advertising that people want to see
- Growth and expansion - finding new things to do
- Why Google chose Ireland



**Cindy McCaffrey,
Vice President
Corporate Marketing,
Google USA**

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.

6.00

Conference Closes

keynote speakers



Barry J Gibbons

is a corporate visionary and renegade. An Englishman, with strong Celtic influences from his Irish father, Gibbons earned two business degrees

and rode the corporate bandwagon - mostly holding the reigns - for nearly three decades. He spent the 1970s with Shell Oil, then went on to Whitbread, a prominent British brewery and restaurant-chain owner. In 1984, he joined Grand Met. In 1989, when Grand Met bought Pillsbury, Gibbons was appointed Chairman and CEO of a troubled member of the newly acquired corporate family, Burger King. Moving to Miami, Florida, the original home of the Whopper, Gibbons unearthed the old "Have It Your Way" theme and travelled to franchises across the country urging 36,000 employees to surpass customer expectations and join forces to get the edge on their #1 competitor, McDonald's.

Hailed by Fortune magazine as a 'turnaround

champ', Gibbons brought Burger King out of a slump and into a turbo-charged state of morale, service, and innovation.

By 1994, when Gibbons left to find new challenges, the number of Burger King restaurants had increased by 1,000 worldwide and the company's profitability had risen 50%. Today, Gibbons is a highly sought after speaker and management consultant with prominent clients on both sides of the Atlantic, including Domino's Pizza, General Mills, Guinness, IBM, ITT Sheraton, Kodak/Danka, Motorola and Radisson SAS. He is also passionately involved in a gourmet coffee business, a music publishing company, and a burgeoning fast-food turkey franchise in Miami, called Gobblers. In addition, he writes a bi-weekly column on business issues for the Miami Herald and has two books to his credit: This Indecision Is Final ('96) and his latest work of keen insight delivered with a smirk, If You Want to Make God Really Laugh, Show Him Your Business Plan: The 101 Universal Laws of Business (AMACOM; May '99).



Cindy McCaffrey

leads Google's corporate marketing efforts, with responsibility for corporate communications as well as marketing of Google's

products and services to consumers and business customers. The exponential growth in awareness of Google is largely attributable to McCaffrey's efforts to disseminate information about the company through public relations and targeted marketing initiatives in lieu of large expenditures on advertising or promotion. McCaffrey has 20 years of experience in public relations, investor relations, marketing communications, employee and customer communications, and reporting and editing. Prior to joining Google, **McCaffrey led domestic and international corporate communications activities at several of Silicon Valley's highest profile companies**, including Apple Computer, E*TRADE, The 3DO Company, and SmartForce.

McCaffrey graduated with a bachelor of arts degree in journalism from the University of Nebraska, and pursued graduate studies in American Literature at Southwest Missouri State University. She began her career as a reporter and editor at daily newspapers, including The Omaha World-Herald; the Springfield (Mo.) Leader & Press; the Kansas City Business Journal; and The Contra Costa Times; and at high-tech trade publications, including Macintosh Today.

lunch with the experts

After its successful launch last year, we will be hosting 'Lunch with the Experts' again this year. Several of Ireland's leading and best known marketers are being invited to attend the conference lunch. Each of these experts will be assigned a different lunch table where they will

share their insights, expertise and experiences on marketing with their lunch companions. Some tables will have a central theme like CRM, research or creativity, while other tables' discussions will be determined by the course the conversation takes.

The tables will be announced on the day. Attendees can then decide where to sit based on a first come first served basis.

