



The Internationalist's MEDIA MATTERS series is a new concept in connecting people and exchanging ideas. It gathers together key thinkers on international marketing/media issues and challenges them to discuss today's opportunities in a fast-paced forum of debate and interaction.

MEDIA MATTERS will now come to Chicago as **The Internationalist** wonders whether the Windy City, home to President Obama, is also becoming the U.S. Capital for International Marketing and Media Strategy. We'll explore key issues with Chicago's internationalists, as well other world-wise marketers.

Discussion will be focused on those basics that drive international marketing success today: market understanding, innovation, integration and accountability. Today's marketer is grappling with the reinvention of brand building, which is now technologically-driven and consumer-controlled in a constantly changing marketing environment. Consumers and business decision-makers are telling marketers when, where and how they want to be targeted, so there needs to be measurable, interactive campaigns across all media platforms.

The Internationalist was created in 2003 by Deborah Malone to connect the people and ideas in international advertising, marketing and media. Today **The Internationalist** has become a trusted source for international best practices, and is dedicated to the business needs and challenges of international marketing professionals as they participate in multinational branding and campaign building. **The Internationalist** is now IN PRINT, ONLINE and IN-PERSON-- all to better serve the needs of this community.

Friday, October 16, 2009 at the Metropolitan Club in the Willis Tower-
223 South Wacker Drive, Suite 6700 Chicago

8:00—Registration Opens & Breakfast Begins

9:00—Welcoming Remarks and Introduction to MEDIA MATTERS.

Deborah Malone, Founder of *The Internationalist* to moderate the panels.

9:15—10:00 **Hot Markets**

How Are the New Frontiers Now Changing the Marketing Landscape?

Today's global economy may mean that the world is more connected, but it also has demonstrated how strong brands have a constant stream of "hot markets" with marketing potential for a vast array of products from luxury goods to technology systems to mass consumer goods. In a world used to acronyms, we may be moving "Beyond BRIC" (Brazil, Russia, India and China) to include Turkey, the Arab world-- especially in the Gulf Region, Central and Eastern Europe, including the former Soviet world. Whether that new jumble of letters becomes BRICA or TRICAB or BERICA, many of these locales are emerging as new centers of marketing excellence, which may disrupt some centralized, corporate viewpoints.

- **Tim Love**, Vice Chairman- Omnicom Group & CEO- Omnicom APIMA (*Asia Pacific India Middle East Africa*)
- **Shekar Swamy**, CEO- R K SWAMY BBDO & HANSA Group and Visiting Professor- Northwestern
- **Janet Carmosky**, Founder of The China Business Network with 20-years spent in China helping Western companies create viable local businesses

10:00—10:45 **Innovation: Redefining Innovation in a Budget-Conscious World**

Marketers' innovation, originality and resourcefulness needs to continually expand as the competitive marketplace challenges brands to devise imaginative ways to reach their audiences online and via other "out-of-the-box" avenues. Targeting customers using unconventional methods in novel ways is today's gold standard for effective work.

- **Barbara Kittridge**, Managing Director- Spark
- **Scott Hagedorn**, US-CEO of PHD
- **Christian Kugel**, Senior Vice President-Denuo

10:45—11:00 *Coffee & Networking Break*

11:00—11:45 **Integration: Marketing Dream or Reality?**

Integrated marketing tops the list of concerns facing senior marketing executives. Marketers succeed when brand decisions and messages are fully integrated and synchronized across all media channels. Leadership that ties everything together and ensures that everyone is marching to the same drumbeat is today's necessary "Strategic Alignment." More CMOs are embracing integration to make certain their organizations and various ad agency partners are strategically aligned. The challenge: Are marketers keeping pace in a new digitally-dominant world in order to insure that integration works?

- **Fritz Johnston**, VP-Brand Management & Advertising- The Boeing Company
- **Anita Liskey**, Managing Director- Corporate Marketing, Chicago Mercantile Group
- **Ben Richards**, Director of Integrated Strategy- NAKED, the Global Integrated Communications Consultancy that has shaken up the advertising industry

11:45—12:30 **Accountability:**

Metrics that Make Sense for Brand-Building and Return on Marketing Investment

Reinventing accountability will completely overhaul the marketing business system and will require an accountability champion, a person who drives multiple business proficiencies – analytical and financial – towards the common goal of better marketing performance. Today, 42% of marketers are dissatisfied with ROI measurements and metrics. This must change to create a disciplined, internally-consistent approach to marketing measurements, metrics and productivity.

- **Sean Finnegan**, President/Chief Digital Officer- Starcom MediaVest Group
- **Beth Uyenco Shatto**, Global Research Director- Microsoft

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Tim Love, Vice Chairman- Omnicom Group & CEO- Omnicom APIMA (Asia Pacific India Middle East Africa)

Tim Love holds two positions at Omnicom – Vice Chairman of Omnicom Group (based in New York), and the newly-created role, as of July 1st, of Chief Executive Officer of Omnicom’s Asia Pacific India Middle East Africa (APIMA) operations (based in Singapore). This dual-role enables Tim to identify opportunities in an increasingly significant region of the world, while also helping clients to maximize growth in an evolving global marketplace.

During his 35-year career, Tim has held senior client relationship positions in the US and abroad with long-term assignments in Tokyo and Brussels. Prior to becoming Vice-Chairman of Omnicom in 2006, he was President of Global Clients at Omnicom network TBWA Worldwide. Before joining TBWA in 2004 he was Vice-Chairman, International at Saatchi & Saatchi.

An Ohio-native and also a lecturer at Oxford’s SAID School of Business, he is well known for his thoughtful industry writings that include “Think like the Sun” and “Waste of Time.”

Shekar Swamy, CEO- R K SWAMY BBDO & HANSA Group and Visiting Professor- Northwestern

Shekar Swamy is the Group CEO of the R K SWAMY BBDO and HANSA companies, operating in India and USA. The Group comprises of 20 distinct services, employs over 1000 people and is an acknowledged leader. In his two-decade association with the Group, Shekar has helped build the business across a broad array of service offerings: 1) Advertising/Marketing Communications, 2) Interactive 3) Market Research and, 4) Data Analytics.

His knowledge of Brand creation and management, and his innate understanding of the DNA of Brands and the context of their markets, ranks him among the top Marketing & Communication strategists in the world today. He has helped major companies launch, manage and grow their brands and businesses significantly. Among them are Abbott Labs, Life Insurance Corporation, Mars Chocolates, Mercedes Benz, O’General, Gillette, Piaggio, Raymond, Sara Lee, State Bank of India, VISA, and WIPRO.

Shekar’s experience and interest in cross-border communications has led him, along with Professor Don Schultz, to successfully develop a course on “Global Marketing Communication.” Shekar and Don Schultz have been co-teaching this course to the Graduate students of Integrated Marketing Communications at Northwestern University’s Medill School for the past twelve years. Given his contributions, Northwestern University inducted Shekar into the Alumni Hall of Achievement in 2002.

Shekar has been actively involved in developing the professional standards of the advertising, media and marketing business in India. He is a co-founder and past Chairman of the not-for-profit Media Research Users Council, a body that has been at the forefront of organizing media research in that country.

Janet Carmosky, Founder & CEO of The China Business Network

Janet Carmosky is a career China business specialist and one of the leading voices on China business in the US. She has experience in a wide range of industries in China, where she lived and worked- as Janet Zhang – from 1985-2003. In 2008 she co-founded The China Business Network as a platform where corporate executives and professionals in China, the US and beyond, can connect and share expertise, projects and learning both online and offline.

Currently CEO and Editor-in-Chief of The China Business Network, she writes and speaks about the cultural and organizational dynamics that result in missed opportunity for both sides. With near-native fluency in Mandarin and solid Cantonese, she also facilitates board-level communication between Chinese and American organizations.

Janet has a BA Chinese Studies (U. Pennsylvania 1985) and has worked in senior management for Burson-Marsteller PR (Director, Shanghai); Web Connection/chinadotcom, (Director of Operations, Shanghai); Richina Fashion Retail, (General Manager, Shanghai, Beijing, Hong Kong); Richina Capital, (VP, Shanghai); Coopers & Lybrand Strategy Consulting, (Shanghai) and other firms. Her past and current clients include Office Depot, Wella AG, Bacardi, Marriott, Continental Airlines, PR Newswire, Wal*Mart, Corning, Waste Management, Sony, Citroen, Alcatel, Ethicon Endosurgery, Briggs & Stratton, Unilever, Alpha, Givenchy, Yue Sai Kan.

Barbara Kittridge, Managing Director- Spark

Barbara Kittridge has made the transition from agency executive to marketer and back to the agency side again. In the process, she has proven that integrated communications is critical to solving today’s marketing problems. As both Managing Director and New Business Director of Spark™ Communications, a division of Publicis’ Starcom MediaVest Group, she has been able to welcome five new portfolios of brands to the media agency’s client roster since January.

Prior to her role at Spark™, Barb served as Vice President-Integrated Marketing Communications for L’Oreal’s Maybelline and Garnier divisions. She was also a top global media executive at Vodafone in the U.K. where she implemented a viral marketing strategy by working with all local markets to customize the company’s global strategic framework. She and her team brought together cross-functional marketing, content, media, communications and PR teams to brainstorm specific initiatives that could be successfully implemented at the local level.

Scott Hagedorn, US-CEO of PHD

Scott runs PHD in the US, and is responsible for over \$4B in client media investments annually (as reported by RECMA). He provides strategic vision and leadership across PHD's six regional US offices. Scott brings experience working with major accounts in addition to a highly successful and superior new-business track record.

In his 14 years in Marketing, Scott has excelled as a digital expert, brand planner, marketing strategist, direct response guru and entrepreneur. Prior to joining PHD, Scott worked as the Managing Director of OMD East, a role that was redefined with a stronger focus on digital and analytics. During his tenure, OMD was awarded Global Media Agency of the Year and won top awards for digital creativity.

Scott had also worked as the US Director of OMD Digital, supervising all digital efforts across OMD Digital's US properties in New York, Chicago, Los Angeles and San Francisco. Prior to OMD, he was the Chief Interactive Officer of Omnicom direct agency, Rapp Worldwide. Scott was named to Crain's 40 Under 40 list in 2008. He is happy to report that he is still under 40.

Christian Kugel, Senior Vice President-Denuo

Christian currently oversees the unit's Hewlett-Packard account and is responsible for helping the brand navigate the ever-changing emerging and digital landscape. He also works with a number of smaller, start-up agencies and companies, aiding them in the development and enhancement of their business and advertising models. Additionally, leveraging his extensive background in data and insights-based analytics, he manages Denuo's proprietary toolset.

Before joining Denuo, Kugel was an Account Group Director at Millward Brown, where he managed multi-national research initiatives for blue chip technology clients. Prior to joining Millward Brown, Kugel was Director of Insights & Analytics at Starcom IP. During his tenure with Starcom IP, he established and grew the Insights & Analytics function and led the development of proprietary agency tools. He has spoken at multiple industry conferences and in 2003 was nominated for the ESOMAR John & Mary Goodyear Award for best international research. In 2008, *Internationalist* named Kugel a "Top Innovator." Recognizing his development of Socialight, Denuo's brand advocacy research tool, the Word of Mouth Marketing Association (WOMMA) presented him with its "Most Innovative Research" award.

Fritz Johnston, VP-Brand Management & Advertising- The Boeing Company

Fritz Johnston is a 35-year veteran of the Boeing Company and brand custodian for the world's largest aerospace company and one of the world's best-known brands. His responsibilities include brand strategy with oversight responsibilities for Boeing corporate advertising, reputation research, corporate identity, sponsorships and The Boeing Stores.

He began his career with Boeing in 1973. Ten years later he was named promotion manager at Boeing Commercial Airplane Company, where he directed the development of international exhibits, marketing promotions and domestic advertising. He was promoted to senior manager of commercial airplane communication services in 1989. One of his key responsibilities included creating a corporate identity system for the Commercial Airplane Group that became adopted companywide.

Prior to the merger of Boeing and McDonnell Douglas in August 1997, Johnston was appointed to lead the corporate identity program at Boeing company offices. In this capacity, he managed the successful design and blending of the two companies' logos into a single corporate signature and the development of a unified, companywide identity system.

In September 2001, Johnston had oversight responsibilities for the branding of the new headquarters building in Chicago. During this time he established The Boeing Collection, depicting the rich history of the merged companies of Boeing, McDonnell Douglas, Rockwell International Aerospace, and Hughes Satellite and Communications.

Anita Liskey, Managing Director- Corporate Marketing & Communications, CME-Chicago Mercantile Group

Anita Liskey is responsible for managing corporate marketing and communications efforts to promote the CME brand to key constituents worldwide, and in doing so, reports to CME CEO Craig S. Donohue.

As the world's largest and most diverse derivatives marketplace, CME Group (www.cmegroup.com) is where the world comes to manage risk. Formed by the 2007 merger of the Chicago Mercantile Exchange (CME) and the Chicago Board of Trade (CBOT), CME Group serves the risk management needs of customers around the globe. As an international marketplace, CME Group brings buyers and sellers together on the CME Globex electronic trading platform and on its trading floors. CME Group offers the widest range of benchmark products available across all major asset classes, including futures and options based on interest rates, equity indexes, foreign exchange, agricultural commodities, and alternative investment products such as weather and real estate. CME Group is traded on the New York Stock Exchange and NASDAQ under the symbol "CME."

Prior to her current role, Anita served as Director, Corporate Marketing & Communications for CME. Before joining the organization in 2002, she held communications leadership roles for T. Rowe Price Group, Wells Fargo & Co., and the Chicago Board of Trade. She also held account management roles at Financial Shares Corp. and Manning, Selvage & Lee. Anita earned a bachelor's degree in journalism from Northern Illinois University.

Ben Richards, Director of Integrated Strategy- NAKED

One of the principal architects of Naked's tools and processes, Ben has helped grow the firm into "marketing's most creative business" (*Financial Times*), "the future of advertising" (*Washington Post*) and "one of the five most innovative marketing companies in the world" (*Fast Company*).

After graduating as Valedictorian from his class at Edinburgh University, Ben spent several years in management consultancy in Europe before exchanging his suit for a tee shirt at Naked London. Over his seven years at Naked in Europe, Asia and the Americas, Ben's pioneered integrated planning with such clients as Coca-Cola, Sony and Honda. Most recently, Ben ran Naked's largest global account, the \$1Bn Kimberly-Clark business -where he drove integrated planning across 12 brands including Kleenex and Huggies.

The proud author of a range of Effectiveness Award-winning strategies, Ben's work was recently profiled in the *New York Times*.

Sean Finnegan, President/Chief Digital Officer- Starcom MediaVest Group

A pioneer in digital media and a member of the Starcom MediaVest Group (SMG) global leadership team, Sean Finnegan focuses on driving the worldwide agency network's digital strategy and practice. In addition, he is responsible for forging digital communications product, proprietary tools and technology applications, inclusive of social, search and mobile media for SMG. Further, he fosters leadership within those arenas by aligning global and regional goals, and by leveraging relationships with media partners around the world to the advantage of the entire network.

Before joining SMG, Sean was Chief Marketing Officer of Vibrant Media, a worldwide video advertising network. Prior to joining Vibrant, he was the Chief Executive Office of OMG Digital, a unit of Omnicom Media Group.

Finnegan was named an AAF Advertising Hall of Achievement inductee, an *Advertising Age* Media Maven, a Media All-Star for *Mediaweek* Magazine, a *MediaPost* All Star, one of *min* magazine's 21 Most Intriguing People, an *Internationalist* Magazine Agency Innovator, OnMedia's Madison Avenue "IT" List and official Kentucky Colonel.

He is also a proud co-founder and board member of the Tom Deierlein Foundation, an organization dedicated to helping needy families and children both nationally and internationally with their most basic living needs, including medical care.

Beth Uyenco Shatto, Global Research Director- Microsoft

Beth focuses on establishing the value of brand messaging through Microsoft's ad-supported platforms as well as understanding how consumers interact with various marketing communication channels—both online and offline.

Prior to joining Microsoft she spent many years on the agency side, including her most recent role of U.S. Director of Strategic Research and Analysis at OMD. Before that, she was Senior Vice-President of Research for Optimum Media, the media arm of DDB Worldwide, where she was responsible for managing all its media research operations. She also worked with a variety of clients both nationally and globally including McDonalds, Pepsi, Clorox, Johnson & Johnson, Hasbro, Dell Computers, Universal Pictures and Studios and ABC-TV Networks.

Currently, Beth is the U.S. West representative for ESOMAR, chair of the Media Ratings Council's Internet Committee, co-chair of the Interactive Advertising Bureau's Research Council and a member of the Council for Research Excellence and chair of its Insights to Practice Committee.

Deborah Malone, Founder- The Internationalist

Deborah Malone, a native New Yorker, whose Irish-American father and British mother formed a Brooklyn/London axis, is the Founder of *The Internationalist*, launched in January 2003 to connect the people and ideas in international advertising, marketing and media.

Today *The Internationalist* has become a trusted source for international best practices, and is dedicated to the business needs of marketing professionals as they participate in multinational branding and campaign building. *The Internationalist* is now IN PRINT, ONLINE and IN-PERSON-- all to better serve the needs of this community. Among *The Internationalist's* many projects are *The Internationalist Awards for Innovation in Media and the Awards for Innovative Digital Marketing Solutions*, *The Internationalist 100*, *The Agency Innovators*, *The Internationalists of the Year*, as well as the *Media Matters* and *Marketing Matters* series.

Prior to founding her company, Deborah Malone's worked at Crain Communications for 13 years where she launched *Advertising Age International*. As Managing Director, she initiated a series of 2020 conferences around the world, Advertising Effectiveness Awards, and licensing agreements with local-language media, in addition to running the magazine.

She has also worked at CNBC as Global Vice President of Advertising & Marketing, and at the start of her career held positions at Dow-Jones and International Thomson. Prior to her life in media, Deborah taught English and Spanish at Long Island University in New York. She serves on the Board of the International Advertising Association.