

*Fasten your seatbelts. Roll up your shirtsleeves.  
And prepare yourself for an information packed day.*

Presented by:



**ENVIRONICS**  
ANALYTICS

# The 2018 DM CONGRESS

***for Data Driven  
Marketers***



**July 12, 2018**  
Hilton Markham Suites  
Conference Centre

## **LEGENDS. DISRUPTORS. FREE THINKERS.** **DATA. SCIENCE. ART. RESPONSE. ANALYTICS.** **THE PROVEN MEETS THE PROVABLE IN MARKETING.**

We're bringing together the best and brightest in data-driven, response-based advertising for exclusive, powerful and proven insights on how today's marketing strategies can, and do, take advantage of the best-of-the-best tactics created by our brightest stars while leveraging the latest in disruptive, radical and quantum-leap ideas. Discover options you may not even know exist. Or may not have seen in action.

### **THREE TRACKS OF EXCLUSIVE INSIGHTS, PROVEN TACTICS and NEW IDEAS.**

- ✓ Digital Data
- ✓ Analytics
- ✓ Content Marketing
- ✓ Campaign Management
- ✓ Social Media
- ✓ Demand-Driven
- ✓ Voice-Powered Marketing
- ✓ Big Data for Small Business
- ✓ Privacy & Compliance
- ✓ and more...

*See why inside* ➡

## All-New Presentations Exclusive to this Conference. Connecting the most successful marketing strategies and tactics with the latest marketing channels, technology, and media.

*Sign up (the best conference investment you can make at just \$495.00) and attend sessions with the most successful, the most innovative, and the most visionary marketers. Chose sessions from any or all of the 3 tracks. Here's how to plan your day:*



**1. The Legends.** The most successful Canadian marketers became that way because they look forward with a clear vision of how all marketers can learn from the best campaigns

ever created—and how the tactics and results can (and are) applied to the new challenges. Their sessions explore the near future of marketing. Hear from highly-accomplished and respected marketers who are still in the thick of the fight. The power of personalization, split testing, RFM (curious?), offer, call to action, acquisition, conversion, customer engagement, multiple offers, variable-data-imaging...and more...have migrated to every channel in more sophisticated implementation and execution. But somewhere along the way even the most sophisticated digital marketers can lose track of what works and how it works. The industry legends have taken the best of what they know and continue to prove it again and again. Even pro athletes know that fundamentals are essential to success.



**2. Sharp Minds & Disruptors.** The world of marketing changes every day. New methods, new media channels, new regulations, new consumer sophistication, new social influences,

new response systems are born. The young minds at the forefront and in the field help you discover what's coming and how it can work for you. (Do you wonder how Voice changes everything? "Voice is to mobile what mobile was to the web"—Eric Morris, Director Retail, Google Canada.) No matter how new a marketing strategy, tactic or technology might be, there's a fast learning curve to ensure you don't get this wrong; and getting it wrong can mean more than failure of a campaign. It can meant disaster for your brand, loss of revenue for you or your client, or reputations eroded and social media blights. Find out from those who know the inside secrets of the latest and (soon to be real) marketing technologies and proven data-driven implementation.



**3. The Marketing Analytics Academy.** Learn the best analytical and business intelligence methods from experts who understand the power of data to identify, engage and retain

customers. Hear case studies. Discover opportunities. Building a single view of the customer by developing contact strategies from that holistic view, and measuring customer value longitudinally, across all channels And that's just the beginning. Sessions created specifically for analytical marketers, this track is included in each registration. The Academy means sessions from the most experienced and most innovative new analytical experts, the professionals who still practice the best intelligence-based systems or who are bringing entirely new insights from billions of bytes of social networks (with consent, with credibility, with integrity, with results). Don't fall into a trap. Don't end up spending millions on analytics that can't be turned into sales. Attend and choose the Academy sessions with the pros. (Find out how Nexalogy uses mapping in ways you never imagined possible—see image left)

**Bring your team. Bring us your most difficult challenges. Ask questions. Get answers. Get results.**

## 2018 DM Congress Agenda

**7:30-8:45 am** Registration Opens  
Full Breakfast Buffet | Networking

**9:00-10:00 am** Remarks & Keynote with Jan Kestle,  
President & CEO, Environics

**10:00-11:00 am** Breakout Sessions  
Legends / Disruptors / Analytics Academy

**11:15 am -12:15 pm** Breakout Sessions  
Legends / Visionaries / Analytics Academy

**12:15-1:30 pm** Lunch & Special Guest Speaker

**1:30-2:30 pm** Breakout Sessions  
Legends / Disruptors / Analytics Academy

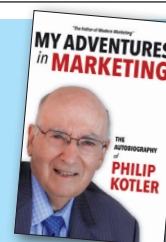
**2:45-3:45 pm** Breakout Sessions  
Visionaries / Disruptors / Case Studies

**4:00-5:00 pm** Networking | Reception

**See 2018 DM Congress Website for Detailed Agenda**

### Exclusive for Conference Attendees: An Insider's Conversation with Phil Kotler, the Father of Modern Marketing

Our own Steve Shaw conducted an exclusive and brand new interview with Phil Kotler and each delegate will receive a personal, printed and PDF copy of this conversation.



Called the Father of Modern Marketing, Philip Kotler is the S.C. Johnson & Son Professor of International Marketing at the Kellogg™ School of Management, Northwestern University, Evanston, Illinois. Kellogg was voted the "Best Business School" for six years in Business Week's survey of U.S. business schools. It is also rated as the "Best Business School for the Teaching of Marketing." Professor Kotler has significantly contributed to Kellogg's success through his many years of research and teaching there.

Professor Kotler is the author of 57 books including: *Marketing Management: Analysis, Planning, Implementation and Control*, the most widely used marketing book in graduate business schools worldwide; *Principles of Marketing*; *Marketing Models*; *Strategic Marketing for Nonprofit Organizations*; *The New Competition*; *High Visibility*; *Social Marketing*; *Marketing Places*; *Marketing for Congregations*; *Marketing for Hospitality and Tourism*; *The Marketing of Nations*; *Kotler on Marketing*, *Building Global Biobrand*, *Attracting Investors*, *Ten Deadly Marketing Sins*, *Marketing Moves*, *Market Your Way to Growth*, *Winning Global Markets* and *Confronting Capitalism*. Professor Kotler was the first recipient of the American Marketing Association's (AMA) "Distinguished Marketing Educator Award". In 2011, he was given the title of being a Legend in Marketing, among many other prestigious awards and acknowledgements. Professor Kotler has consulted for such companies as IBM, General Electric, AT&T, Honeywell, Bank of America, Merck and others in the areas of marketing strategy and planning, marketing organization and international marketing.

### YOU MAY ALSO REGISTER AT

www.dmn.ca • Click on the DM Congress Banner.

Attend and discover hundreds of ways to improve each element in your campaigns so you get the maximum response with the maximum return on investment. Measurable Marketing.

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# Why You Should Attend

**Marketers:** Get instant and invaluable advice from both highly successful legends in marketing alongside the breakthrough ideas brought to the table by millennial savvy disruptors, digital whiz kids, analytical pioneers and media magicians as part of a larger marketing strategy. Help assess the validity and applicability of new digital and non-digital channels in the context of changing needs of your internal operations or by the influence of external trends. Help set the agenda.

*"If you're a marketer, what role does your team need to play in the future revenue generation streams and how can you assess the quality of the acquisition, retention and loyalty campaigns to deliver measurable results defined by proven formulas in brand new channels?"*

**Technology Managers:** Help identify, evaluate and select systems, software and hardware which make marketing free from added complications and new information silos. Learn what marketing needs to acquire to leverage the new data streams, making your role even more relevant to the business. Have your voice heard in the decision making process.

*"If you're a CIO or technology analyst, how can you make sure that your work is relevant and impactful?"*

**Business Owners & Presidents:** Discover the hidden pitfalls, looming regulatory changes, and quickly evolving platforms which may affect your ability to compete against other local or regional businesses. Hear and understand what you yourself can do with today's marketing strategies, tactics and technology to improve your revenue, lower your costs, and strengthen the links between sales and bottom line performance in a given quarter.

## Here are 9 practical things you'll learn:

1. How marketing trends may impact your business model and your career
2. Why technology choices matter so much
3. How to overcome obstacles to new ideas
4. How to overcome obstacles to proven ideas
5. Digital marketing pitfalls to avoid
6. Opportunities to extend customer relationships beyond the sale
7. The challenges and opportunities that new data and new consumers pose for all of us
8. The skills needed to keep up with marketing philosophy and tactics
9. How to organize a strategic marketing team to ensure success for the long term

## 4 EASY WAYS TO REGISTER:



### Online

[www.dmn.ca/dmcongress2018](http://www.dmn.ca/dmcongress2018)

### PLEASE COMPLETE THE FORM AND:



**Fax** it to us at 905.201.6601, 24 hours a day. You will receive confirmation by fax and an invoice will follow in the mail.



**Call** 1.800.668.1838 or 905.201.6600 from 9:00 am to 5:00 pm EST. We will fax your confirmation and mail you an invoice.



**Mail** your form with cheque payable to *Lloydmedia Inc.* or credit card information to:  
302-137 Main Street North  
Markham ON L3P 1Y2

### Location:

Hilton Markham Suites  
Conference Centre  
8500 Warden Ave,  
Markham, ON L6G 1A5

### Cancellation Policy:

You may cancel and receive a full refund up to 5 business days before the start of the seminar – by Thursday, July 5, 2018. We must be notified in writing by fax at 905.201.6601. Delegates cancelling within 5 days will be subject to a fee of \$495.00 per person. No-shows will be responsible for 100% of the registration fee. Delegate substitution is permitted.

☐ **YES!** I would like to reserve a place at the 2018 DM Congress, July 12, 2018. Please enter my registration, which I may cancel up to 5 days before the seminar without penalty.

### COMPANY/ORGANIZATION: (PLEASE PRINT CLEARLY)

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROV/ST \_\_\_\_\_ POSTAL/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

### PLEASE RESERVE SEATS FOR THE FOLLOWING:

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

E-MAIL \_\_\_\_\_

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

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NAME \_\_\_\_\_ TITLE \_\_\_\_\_

E-MAIL \_\_\_\_\_

### PLEASE CHECK ONE OPTION:

#### ☐ INDIVIDUAL REGISTRATION FEE:

\$495.00 plus \$64.35 HST = \$559.35 total per person

#### ☐ CORPORATE REGISTRATION (send up to 4 individuals and SAVE!)

\$1225.00 plus \$159.25 HST = \$1384.25 total per group

### METHOD OF PAYMENT:

☐ Cheque enclosed, payable to *Lloydmedia Inc.* ☐ Bill my company

☐ Amex ☐ VISA ☐ MasterCard

CREDIT CARD # \_\_\_\_\_ EXPIRY DATE \_\_\_\_\_

CARDHOLDER NAME \_\_\_\_\_

CARD BILLING ADDRESS \_\_\_\_\_

*Enroll as many as you can.  
Remember, the best campaign  
comes from a collaboration.*

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## for Data Driven Marketers

### Speakers Include...



#### Opening Keynote

**JAN KESTLE**, President & CEO, Environics Analytics

Jan has been a leader in the marketing information industry for more than forty years. An expert in using statistics and mathematics to help solve business challenges, she directed the initiatives that led to the creation of EA's PRIZM5 segmentation system, WealthScapes financial database and ENVISION5 business intelligence platform, among other data-based products. Over the years, she's helped hundreds of customers—in industries ranging from finance and retail to the not-for-profit sector—turn data and analytics into insight, strategy and engagement.

**LORI BIEDA**, Chief Data Scientist & Head, Centre of Analytics Excellence, BMO

*The Journey Analytics Evolution.* Journey analytics is being used to transform businesses all over the world—from detecting digital leakage into offline channels, to dramatically improving the client experience, to changing how companies sell and serve.

**STEVE SHAW**, Chief Strategy Officer, Kenna  
*The Big Shift: How to Transform Your Marketing Model.* Everything about the new, more customer-obsessed marketing model demands new systems, processes and ways of thinking—but most of all, the urgency to abandon stale-dated practices.

**SHEREEN MOHAMMED**, Marketing Manager, Veriday  
*How Content Marketing Builds Lead Generation.*

Veriday helps financial institutions empower and enable their sales force through a combination of technology and goal-oriented marketing programs.

**BRYAN SEGAL**, Vice President, ComScore  
*The Digital Consumer – Same, Same, or Different?*  
A data-centric insights presentation that will look at the world through the eyes of a digital consumer.

**DAVID FOY**, President, Agency59 Response  
*Three Timeless Rules for Effective Direct Marketing Today.* In the last few decades, our world has undergone a complete technological and behavioural makeover.

**SPENCER HENDERSON**, Strategic Planner, Agency59  
CoPresenting with David Foy. Spencer Henderson joins this session. He will showcase case studies and discuss how these rules apply to future technologies.

**JEFF TOMLIN**, Chief Marketing Officer, Vendasta  
*Adapt or Die: 6 Lessons to Achieve World Class Growth in a Demanding Digital Landscape.*  
Jeff Tomlin shares Vendasta's story, and six lessons to help your business climb to new heights.

**RICHARD TOKER**, Principal, Rich Content Marketing Communications  
Richard Toker is a true integrated brand communications specialist offering a breadth and depth of experience from over 20 years in marketing. . . Richard is a thought leader and award winner in the industry.

**DIANA LUCACI**, Founder & CEO, True Impact  
True Impact's mission is to humanize the customer through applied neuroscience and strategy.

**RICH BOIRE**, SVP, Environics Analytics  
*Data Science Today Amidst Disruptive Technologies.*  
The only constant in an economy undergoing huge disruption is change.

**DEREK LACKEY**, President, Direct Marketing Association of Canada  
A Marketing and Branding Specialist, Derek brings a creative, results oriented approach to every business challenge.

**CLAUDE THEORET**, Founder, Nexalogy  
*Beyond Insights, Beyond Data.* As an astrophysicist, Claude Th  oret discovered that the best way to study black holes is to examine how stars interact with each other.

**BILLY SHARMA**, Principal, Designers Inc.  
*How United Way of Montreal Campaigns Leverage Old & New for Success.* A Case Study in fundraising for today's donor market.



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8500 Warden Ave, Markham ON

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