



Invitation

The Accountability in Marketing Forum
Deloitte & Integration

**Where Management
and Marketing meet**

Deloitte.

INT Σ GRATION
MARKETING & COMMUNICATIONS

You are cordially invited to the Deloitte & Integration **Accountability** in Marketing **Forum**.

A panel of experts will explore the principles of accountability and their application to the marketing and communications function. Cases and best practices will be shared.

We wish to shape the calendar and venue to suit your schedule, from April 15th to May 15th 2013.

The forum fits either in a half-day event at Deloitte premises near you or is delivered via a series of webinars.

You can check the calendar of events and confirm your place at any of the following websites:

- www.integration-imc.com
- www.deloitte.be



The agenda will include:

General Introduction

Reporting on the C-suite and management perspective about accountability in marketing... The way forward with 7 key principles of accountability.

Part I

- **Starting with the “right” data**

Do you have the right marketing data? If you don't understand what the data says; if you don't see what outcome you got for your money; if you are faced with jargon that only an “expert” can interpret; if you can't perceive the major factors that produced the outcome; and if your data guesses at outputs from input information, then you don't have the right data. So what is right data?

The moderators will outline the multiple facets of “right data”, and present best practices in measuring and reporting on the contribution of marketing & communications.

Part II

- **Managing with data requires the “right” process**

The concept of “frugal process” is central to empowering the marketing departments to create more effective and efficient brand initiatives, while delivering accountability in marketing to the management of the enterprise.

The moderators will establish the principles of “frugal process” and present the methods to successfully calibrate, deploy and manage with the appropriate marketing information system.

Part III

- **Panel discussion on the challenges of delivering accountable marketing – Interactive Q&A session.**

We look forward to welcoming you at the event!

Kind regards,

Dirk PEETERS

Senior Director | Deloitte

Oscar JAMHOURI

CEO Integration Group

Effective. Efficient. Accountable.

