**2nd Annual CANTO Marketing Forum – Proposed Plans**

**Thursday and Friday, July 30-31, 2015**

**Miami, Florida USA**

**Prepared by Melissa Harris**

**Table of Contents**

1. Marketing Forum Theme
2. Target Audience
3. Interactive Format for Marketing Forum
4. Potential Marketing Forum Agenda/Topics
5. Ideas to Market the 2nd Annual CANTO Marketing Forum (includes suggested registration fees)
6. Revenue Generating Ideas for CANTO from Marketing Forum
7. **Marketing Forum Theme:** Customer Experience Management To Increase Loyalty And Reduce Churn
8. **Target Audience**
* Marketing
	+ Chief Marketing Officers (CMOs)
	+ Vice Presidents of Marketing
	+ Directors of Marketing
	+ Marketing Managers
* Sales
	+ Vice Presidents of Sales
	+ Directors of Sales
	+ Sales Managers
* Customer Service
	+ Vice Presidents of Customer Service
	+ Directors of Customer Service
	+ Customer Service Managers
* Executives and Managers responsible for:
	+ Customer Experience Management (CEM)
	+ Net Promoter Score (NPS)
	+ Customer Satisfaction Surveys (CSAT)
	+ Voice of the Customer (VOC)
	+ Customer Journey Roadmaps
	+ Customer Retention and Loyalty
	+ Churn Reduction
1. **Interactive Format for Marketing Forum**
* Chairman/Moderator/Facilitator
* Speakers (Note: The goal is to find Subject Matter Expert speakers who will be solely compensated by free admission to the Marketing Forum)
* Presentations from Exhibitors/Sponsors (Note: This will be done to encourage vendors to exhibit and/or sponsor the Marketing Forum)
* Networking Coffee, Refreshment Breaks, Lunches, Reception
* Speed Networking Activity
* Interactive Panel Discussions
* Roundtable Discussions
* Case Studies
* Best Practices
* Interactive Customer Issue Resolving Session
* Interactive Wrap-Up Discussion
1. **Potential Marketing Forum Topics**

**July 30: - Day 1: 9 am – 5:30 pm**

1. **Welcome Address** – Member of CANTO BOD
2. **Opening Remarks** from the Chair
3. Exploring The Journey Of Customer Experience Transformation By Establishing And Deploying a Cross-Functional Approach
4. Creating Solutions That Personalize Every Customer Experience
5. Determining How To Redesign And Transform The Customer Experience Across Multiple Channels
6. Is Your Digital Care Strategy Working Hard Enough?
7. Exceed Customer Expectations To Increase Retention And Profitability
8. Establishing How To Inspire Employee Happiness And Engagement To Build A Customer Focused Culture And Wow Your Customers
9. **Round Table Discussions**: How Do You Leverage The Customer Experience To Drive Sales And Increase ARPU?
	* Topic 1: How Do You Deliver Effective And Empathetic Customer Service Whilst Simultaneously Maximizing Cross-Selling And Up-Selling Opportunities?
	* Topic 2: How Do You Target Your Customers With Upgrades That Will Meet Their Needs, Thereby Improving Their Experience While Maximizing ARPU?
	* Topic 3: How Do You Demonstrate The Link Between The Investment Made In Your CEM Program And An Increase In Customer Profitability?
10. Determining How To Capture The Voice Of The Customer And Use It To Drive Improvements In The Customer Experience To Drive Sales And Increase ARPU
11. **Interactive Wrap Up Discussion Session**: How Can You Stimulate Brand Affinity and Improve Your Relationship with Your Customers?
	* Take Part In An Open Discussion On Brand Affinity. This Session Provides A Unique Opportunity For Delegates To Share Their Insights, Raise Concerns And Provide A Different Perspective. Discuss Your Views With Our Panel Of Experts And Your Peers On The Floor.
	* How Can You Differentiate Your Brand In An Increasingly Homogenous Market?
	* How Can You Use Your Brand To Establish An Emotional Connection With Your Customers?
	* How Can You Establish And Drive The Relationship Between Customer Experience And Customer Loyalty?

**July 31 - Day 2: 9 am – 5 pm**

1. **Opening Remarks** from the Chair
2. Developing A Multichannel Strategy Focused On The Customer Experience That Includes Measuring And Managing Key Performance Indicators and Potential Impact On Loyalty and Financial Results
3. Your Most Valuable Asset Vs Your Biggest Touchpoint
4. **Interactive Customer Issue Resolving Session**: How Do You Overcome The Challenges Of Developing Specific Customer Experience Initiatives For All Of Your Customers? Every Customer Is Different And Dealing With Customers With Different Issues Can Be Complicated. In This Session, Each Attendee Will Be Given A Different Customer Issue Which Needs To Be Handled In A Specific Way. They Will Take 15-20 Minutes To Write Down Their Answers And Share And Discuss It With Their Table.
5. **Roundtable Discussions**: Establishing How To Use Your Network Data In Real Time To Proactively Identify And Resolve Your Customers’ Issues Before They Contact You
* **Table One** - Understanding How To Analyse Your Network Data To Detect When A Customer Is Experiencing A Problem And Proactively Resolve The Issue Before Their Satisfaction Rate Drops
* **Table Two** - Establishing How To Communicate The Resolution To Your Customer In The Most Effective Way?
* **Table Three** - Assessing How To Use Your Data To Better Understand Your Customers And Use This Intelligence To Improve The Customer Experience
1. Establishing How To Radically Improve The Customer Experience Through The Use Of Social Media
2. **Wrap Up Interactive Session:** A Round-Up Of Concerns And Unanswered Questions - Take Part In An Open Discussion Distilling Some Of The Key Messages From The Event. This Session Provides A Unique Opportunity For Delegates To Share Their Insights, Raise Concerns And Provide A Different Perspective. Get Answers To Your Final Questions From Our Panel Of Experts And Your Peers On The Floor. Submit Your Questions Anonymously At The Registration Desk By The End Of Morning Break On Day Two To Ensure Yours Get Answered!
3. **Ideas to Market the 2nd Annual CANTO Marketing Forum –** (Note: Last year during the 1st Annual CANTO Marketing Forum, I met many attendees during the CANTO annual conference who did not know about the Marketing Forum.)
4. CANTO to send out bi-monthly announcements to remind members about the Marketing (and HR) Forum and to provide updates on new speakers
5. When CANTO contacts potential sponsors and exhibitors for the CANTO annual conference, also ask them if they would like to sponsor and/or exhibit at the Marketing (and HR) Forum
6. During CANTO annual conference Sunday-Wednesday, use frequently displayed PowerPoint slide in presentation hall and exhibitor area to advertise the Marketing (and HR) Forum
7. Marketing (and HR) Forum brochures to be readily available at the CANTO annual conference registration desk
8. During registration at CANTO annual conference, the company registering attendees should ask each attendee if they or other colleagues would also like to register for Marketing (and HR) Forum
9. Use a color-coded ribbon that can be added to the CANTO badge to show that attendees are also registered for the Marketing (and HR) Forum
10. During the new complimentary Welcome Session on Sunday afternoon of CANTO annual conference (approved by the CANTO BOD in 2014), inform attendees of the Marketing (and HR) Forum
11. During CANTO annual conference, suggest chairs of various sessions mention the Marketing (and HR) forum and advise attendees that they and their colleagues still have time to register
12. Make sure all correspondence sent out by CANTO prominently highlights the Marketing (and HR) Forum
13. Offer a volume discount on the registration fee for companies registering multiple employees for the Marketing (and HR) forum
	* Note: The following pricing schedule may be a little too multi-faceted, but it accomplishes several results:
		+ Rewards early registration which helps for planning purposes
		+ Provides incentives for member companies to register more than one executive/manager
		+ Encourages non-members to become members

|  |  |  |
| --- | --- | --- |
|  | **CANTO Members** | **Non-Members** |
|  | **1 Attendee** | **2-3 Attendees** | **3-5 Attendees** | **5-7 Attendees** | **8 or More Attendees** |
| **Volume Discount** | Not Applicable | 10% | 15% | 20% | 25% | Not Applicable |
| **Premier Registration by May 31, 2015** | $270 | $243 | $230 | $216 | $203 | $450 |
| **Early Registration by June 30, 2015** | $300 | $270 | $255 | $240 | $225 | $500 |
| **Registration After June 30, 2015** | $330 | $297 | $281 | $264 | $248 | $550 |

**Projected Attendee Revenues**: 80 attendees x $300 average registration fee = $24,000

(Number of Marketing Forum Attendees in 2014: 57)

1. **Revenue Generating Ideas for CANTO from Marketing Forum**
* Sponsors – potential revenues provided below in this section
* Exhibitors – no revenues included in this document; should be based on amounts from CANTO Annual Conference and Trade Exhibition
* Attendees – refer to Section 5, item 10

**Exclusive Sponsorship Opportunities:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |
| --- | --- |
| * Welcome Reception
 | $4,000 |
| * Mobile app
 | $3,500 |
| * Lunch
 | $3,000 |
| * Wi-Fi
 | $3,000 |
| * Cocktails
 | $2,000 |
| * Registration
 | $2,000 |
| * Thursday continental breakfast
 | $1,500 |
| * Friday continental breakfast
 | $1,500 |
| **TOTAL SPONSOR REVENUES** | **$20,500** |

 |



**Co-Sponsorship Opportunity**

* Refreshment breaks–$500

**Additional Marketing Opportunities**

* All costs associated with the sponsorships below are incurred by sponsor.
* Tote bags–$1,000
* Lanyards–$1,000
* Hotel key cards–$1,000
* Notepads–$750
* Pens–$750
* Registration/Raffle Gift–$750
* **Total Potential Revenues from Additional Marketing Opportunities: $5250**

**Digital Advertising Opportunities:**

**1. Website**

* Main website meeting page banner ad–$1,000
* Meeting registration page banner ad–$1,000
* Secondary website meeting page banner ad–$750

**2. Mobile Opportunities**

* Multimedia video package–$1,250
* Banner ad with landing page–$750
* Logo–$150
* Unlimited PDFs–$150

**Miscellaneous**

* All sponsorships must be prepaid.
* Non-members add 20% to all costs.