



GET BACK in BLACK!

The Keys to Marketing Through a Recession and Beyond

A G E N D A

1:00-1:15 p.m. **Welcome** John Meyer, Acxiom CEO

1:15-2:15 p.m. **Marketing Measurement Benchmarks** Michael Darviche, Acxiom CMO

Everyone knows that Marketing is being held more and more accountable for the money we spend. You know you need to measure your efforts, but are you comfortable that you know what type of results you ought to be getting from those efforts? Acxiom's CMO, Michael Darviche, will share benchmarks with you that will help you understand which of your programs are on track and which could be seeing greater return.

2:15-3:30 p.m. **Optimizing Consumer Insight** Jim Harold, Acxiom Retail Industry Executive
Doug Wood, Chief Operating Officer/Tommy Bahama

While Tommy Bahama is a highly recognized luxury island lifestyle brand, the company is fairly new to e-commerce, having kicked off its online initiatives in the fall of 2007. In Fall of 2008, Tommy Bahama launched its inaugural best guest loyalty campaign. Come hear how Tommy Bahama is integrating best-in-class consumer insight from Acxiom with their point-of-sale information to provide targeted, intimate, relevant messages to their customers.

3:30-3:45 p.m. **Break**

3:45-5:00 p.m. **The Marketing Evolution** Tim Suther, Senior Vice President/Acxiom Global
Multichannel Marketing Services

A marketing evolution is upon us. New channels and technologies are exploding and threaten to distract marketers from a simple truth: The same principles that have always applied to Direct Marketing apply to these new channels as well. And the good news is that these new channels are very measurable. In this session, Tim Suther, Acxiom's SVP of Multichannel Marketing Services, will talk about how the recession has forced a "flight to accountability" for marketers, and he'll share specific success stories from companies who have benefited from applying a direct marketing sensibility to new channels.

5:00-7:00 p.m. **Networking Event** Yacht & Beach Club
Cocktails, food, music