



Featuring the
Bestselling Author of
The Innovator's Dilemma,
The Innovator's Solution,
and *Seeing What's Next!*

Driving Value: Marketing's Advancing Role

ITSMA's Annual Marketing Conference | November 15-16, 2006 | Cambridge, MA | www.itsma.com/conference

Today, as marketing increasingly focuses on more strategic activities such as market development, portfolio management, and relationship growth, a new role is emerging—one that will usher in a new era of business innovation and marketing-driven results.

Join us at ITSMA's 12th Annual Marketing Conference, to explore:

1. Marketing's role in driving innovation to the marketplace. Clayton M. Christensen, Harvard Business School professor and author of *The Innovator's Dilemma* (1997), *The Innovator's Solution* (2003), and *Seeing What's Next* (2004), will deliver the keynote speech, focusing on:

- What large technology companies must do to achieve their next wave of growth
- Marketing's essential role in fostering an entrepreneurial culture
- When not to listen to your best customers

2. Marketing's role in leading corporate transformation. In a rapidly-changing industry, marketing executives face both a challenge and an exciting opportunity to create a clear, compelling vision of where the enterprise should go and how it's going to get there.

3. Marketing's role in collaborating with the company's key constituencies. Marketing is rising to the challenge of uniting company stakeholders by bringing new types of value and support to sales, delivery staff, partners, customers, and other groups.

Featured Speakers Include:

- Keynote Speaker: Clayton Christensen, Professor of Business Administration, Harvard Business School; author of *The Innovator's Dilemma*, *The Innovator's Solution*, and *Seeing What's Next*
- Robert Baginski, Senior Vice President, Global Marketing & Communications, Satyam
- Donald Friedman, Executive Vice President & Chief Marketing Officer, CA
- Mary Garrett, Vice President, Marketing, IBM Global Technology Services
- David Munn, President & CEO, ITSMA
- Deborah Nelson, Senior Vice President, Marketing & Alliances, TSG, Hewlett-Packard
- Susan Soares, Vice President, Marketing Operations, AT&T
- David Tryder, Interactive & Relationship Marketing, Dunkin' Donuts

Network with Peers

The conference will provide an opportunity to network with senior services and solutions executives, industry thought leaders, and seasoned marketing practitioners who are focused on building the business and providing maximum value to everyone involved.

Honoring Marketing Excellence

ITSMA's Annual Marketing Conference will highlight some of the industry's most successful marketing programs by honoring the winners of the 2006 Marketing Excellence Awards and featuring special presentations and discussions with leaders of these innovative programs.

At the Conference

ITSMA's Annual Marketing Conference will bring together marketing leaders from the front lines of IT services and solutions to:

- Talk with innovation expert Clay Christensen about how marketing can lead a new wave of growth
- Learn from case study presentations about how to integrate and coordinate programs that drive value to the business
- Ask senior marketers your most critical questions about how to improve profitability and accelerate growth
- Discuss new research on measuring value delivered to customers
- Hear from the winners of ITSMA's 2006 Marketing Excellence Awards

"Great for networking and learning about new best practices. I wish the conference had been longer!"

—Beth Zonis, Marketing Manager
IBM Global Services

2006 Marketing Excellence Awards

ITSMA will present the winners of the Ninth Annual ITSMA Marketing Excellence Awards at a special awards dinner on Wednesday evening, November 15.





ITSMA's Annual Marketing Conference: Agenda

Tuesday, November 14, 2006

5:00–7:00 pm Pre-Registration & Welcome Reception

Wednesday, November 15, 2006

7:30 Registration & Continental Breakfast

8:30 Conference Kick-Off and Opening Remarks

Steve Hurley, Vice President, Member Engagement, ITSMA
Dave Munn, President & CEO, ITSMA

9:30 Strengthening Marketing's Impact on the Business: Panel Discussion

- Moderator: Dave Munn, President & CEO, ITSMA
- Leif Fågelstedt, Marketing Director, Nokia Networks
- Julie Meyers, Vice President, Marketing, Xerox Global Services
- Carmen O'Shea, Vice President, Services Marketing, SAP
- Julie Sokley, Vice President, Field Marketing, Cognizant Technology Solutions

10:15 Networking Break

10:45 Achieving Growth Through Innovation: Marketing's Leadership Role

Clayton Christensen, Harvard Business School professor and author of *The Innovator's Dilemma*, *The Innovator's Solution*, and *Seeing What's Next*

12:15 Lunch

1:15 Simplifying Marketing to Grow the Business

Mary Garrett, Vice President, Marketing, IBM Global Technology Services

2:00 Measure, Understand, Act: How HP Proves Marketing's Value to the Business

Deborah Nelson, Senior Vice President, Marketing & Alliances, TSG, Hewlett-Packard

2:45 Delivering Value to Key Constituencies: Breakout Groups

Working with Key Accounts

- Jeff Sands, Member Engagement Director, ITSMA
- Liz Vega, Manager, Account Marketing, Xerox North America
- Elizabeth Schwatka, Director, Marketing & Communications, Northrop Grumman

Demonstrating Brand Differentiation

- Julie Schwartz, Senior Vice President, Thought Leadership, ITSMA
- Leif Fågelstedt, Marketing Director, Nokia Networks
- Greg Root, Director, Services Marketing, Global Services, Symbol Technologies

Connecting with Digital Communities

- Rob Leavitt, Vice President, Marketing & Member Community, ITSMA
- Josh Scribner, Technical PM & Architect, Corporate Communications, IBM

3:30 Break

3:45 Delivering Value to Key Constituencies: Breakout Groups

Repeat of 2:45 Sessions

4:30 Elevating Marketing's Role: The CMO as Change Agent

Donald Friedman, Executive Vice President & Chief Marketing Officer, CA

5:15 Day One Wrap-up

Dave Munn, President & CEO, ITSMA

5:30 Personal Time

6:30 Networking Reception

7:00 Dinner

8:00 Presentation of ITSMA's 2006 Marketing Excellence Awards

Thursday, November 16, 2006

8:00 Continental Breakfast

8:30 Opening Remarks

Dave Munn, President & CEO, ITSMA
Rob Leavitt, Vice President, Marketing & Member Community, ITSMA

9:00 How Customers Measure Solutions Value

Julie Schwartz, Senior Vice President, Thought Leadership, ITSMA

9:45 Break

10:00 Best Practice Case Studies: 2006 Marketing Excellence Award Winners

Launching New Solutions

Steve Hurley, Vice President, Member Engagement, ITSMA

Increasing Sales Effectiveness

Matt Leary, Member Engagement Director, ITSMA

Strengthening Customer Relationships

Rob Leavitt, Vice President, Marketing & Member Community, ITSMA

10:45 Break

11:15 Best Practice Case Studies: 2006 Marketing Excellence Award Winners

Repeat of 10:00 Sessions

12:00 Lunch

1:15 Learning from Other Industries:

Panel Discussion with Boston's Best

- Moderator: Lois Kelly, Founding Partner, Foghound
- Jim Smith, Vice President, Marketing & Sales, CircleLending
- David Tryder, Interactive & Relationship Marketing, Dunkin' Donuts
- TBD

2:00 Break

2:15 Positioning Marketing to Senior Management

Robert Baginski, Senior Vice President, Global Marketing & Communications, Satyam

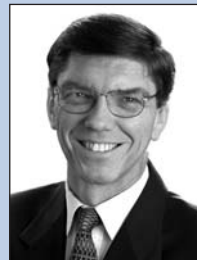
3:00 Driving Value to New Markets: Capturing the SMB Opportunity at AT&T

Susan Soares, Vice President, Marketing Operations, AT&T

3:45 Closing Remarks and Conference Wrap-up

Dave Munn, President & CEO, ITSMA

4:00 Conference Ends



* **Keynote Address:** Clayton Christensen, Harvard Business School professor and noted innovation expert will explore the central role that marketers must play in driving business innovation and leading the next wave of corporate growth.

Hint: It's not always about just listening to what your customers say they want.

Please note: ITSMA reserves the right to make changes or substitutions to this event.



Fees and Hotel Information

Event Date: November 15-16, 2006

Members: \$1995

Non-members: \$2495

Fees include conference materials, continental breakfasts, lunches, refreshments, and special event meals.

Note: Group discounts are available. Contact ITSMA for details.

Event Location: The Charles Hotel
One Bennett Street
Cambridge, MA 02138

Phone: +1-617-864-1200

Toll free: 800-882-1818

Fax: +1-617-864-5715

URL: www.charleshotel.com

Accommodations:

Hotel accommodations are the responsibility of the registrant. A block of rooms has been reserved on a first-come, first-served basis at The Charles Hotel. We encourage making arrangements as soon as possible to ensure room availability.

Room Rates:

Please contact the hotel directly for room reservations. Indicate that you are attending ITSMA's Annual Conference to receive the special rate of \$249 per night (Single/Double), available until October 24, 2006. For other area hotels, please contact the concierge at The Charles Hotel.

Hotel Information:

Known as Boston's most original luxury hotel, The Charles Hotel is simple, stylish, and smart. Located in Harvard Square, Cambridge, the heart of the nation's intellectual and cultural center, The Charles offers unobtrusive service, award-winning restaurants, and contemporary décor in a historic yet energetic setting. Blending tradition, education, and international diversity, Harvard Square's dynamic offerings are just outside the hotel's front door. World-class performances at The American Repertory Theatre, Harvard's prestigious collection of museums, the best in dining and cafes, and unique shops all contribute to the area's legendary appeal.



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Welcome Reception - November 14, 5:00-7:00 pm

Eat, drink, and be merry.

Join us after your long day of business or travel to relax, enjoy complimentary hors d'oeuvres and beverages, and meet with old friends and new acquaintances in the elegant setting of The Charles Hotel. All conference participants are invited to register, pick up conference materials, and enjoy a casual networking activity to socialize and meet other attendees.

Sponsored By:



Who Should Attend

The conference is designed for marketing leaders responsible for developing, managing, marketing, and selling technology-related services and solutions. It is especially valuable for people involved with strategy, brand, communications, business development, customer relations, partner relations, and services or product management. Most of all, the conference is designed for marketers who are dedicated to driving value for their organizations.

Satisfaction Guarantee

ITSMA guarantees your complete satisfaction with this event. If you are not satisfied, we will provide you with a full refund of your money or provide a credit towards another offering.

Cancellation and Refund Policy

Any cancellations or substitutions must be in writing and forwarded to ITSMA, 420 Bedford Street, Suite 110, Lexington, MA 02420 or via email to cjefferson@itsma.com. Nonattendance without written cancellation prior to the event will incur the full event fee. No refunds will be made for cancellations received less than 15 days before the event.

You may cancel your enrollment up to 30 days before the start of the event and receive a full refund or apply the full fee toward a future event. Cancellations received less than 30 days before the event are subject to a \$250 cancellation fee. You may request a refund of the remaining balance or apply it toward a future event.

About ITSMA

ITSMA specializes in helping companies market and sell services and solutions. As a membership organization, we work with the world's leading technology and professional services firms to generate new business, strengthen customer loyalty, and increase brand differentiation. Through research, consulting, training, and events we provide the insight companies need to improve marketing impact, sales performance, and business results. ITSMA is based in Lexington, Massachusetts, and has offices in the United States, the United Kingdom, and Japan. Learn more at www.itsma.com.