

*American Association of Advertising Agencies
The Advertising Research Foundation*

Consumer Engagement Conference

How to Turn on a Mind

*September 28–29, 2006
Crowne Plaza Times Square Manhattan
During Advertising Week 2006*

AAAA **ARF** 



Dear AAAA Members,
ARF Members & Friends,

We invite you to register today for the **2006 Consumer Engagement Conference**, to be held September 28–29—during Advertising Week 2006—
at The Crowne Plaza Hotel in the heart of New York City’s Times Square.

The AMERICAN ASSOCIATION *of* ADVERTISING AGENCIES and The Advertising Research Foundation are co-sponsoring this first-of-its-kind Conference devoted entirely to advancing the dialogue on Consumer Engagement.

In addition to a roster of speakers that features industry leaders and experts, the Conference will provide practical tools and actionable guidance for advertisers, agencies and others on **how to turn on a mind** and **how to create meaningful communications for today’s consumers**.

The AAAA/ARF Consumer Engagement Conference will help research companies, advertisers and their agencies gain the confidence to change the way they approach developing, testing and measuring the effect of their marketing communications programs. This is an opportunity you can’t afford to miss.

Plan to join your industry peers this September in New York City for the AAAA/ARF Consumer Engagement Conference. Register online today at www.aaaa.org or www.thearf.org!

Cordially,

O. Burtch Drake, President-CEO, AAAA

Bob Barocci, President-CEO, The ARF





American Association of Advertising Agencies
The Advertising Research Foundation

Consumer Engagement Conference

September 28–29, 2006
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Consumer Engagement

Traditionally, advertising has been planned based on the reach and frequency of a brand message in mass media. But in this day of media fragmentation, growth of interactive technology and increasing consumer control, simply measuring exposure to an ad message is not enough. Marketers know that a consumer's **engagement** with a brand idea—the perfect storm of the right message, to the right consumer, in the right medium, *at the right time*—can transform the passive act of seeing into the act of doing.

If you are working in the advertising or marketing business these days, you feel you must spend some time learning about “engagement”—whatever that may be—or you will be seen as out of touch.

Today everybody is talking about consumer engagement, although few understand exactly what the term means or how to develop a measure of engagement to change marketing communications. At this Conference, **you will learn how engagement is actually being implemented.**

How to Turn on a Mind

At the **2006 AAAA/ARF Consumer Engagement Conference**, industry leaders will examine the beliefs, understanding and tools required to develop marketing communications programs that can turn on a consumer's mind to a brand. Day one will feature discussion about **how to turn on a mind** and create brand demand, with the thinking behind successful efforts featured during general session. On day two, an interactive workshop will let attendees work on communications that **engage brand users and prospects.**

The Conference provides a framework to progress the dialogue about the importance of including measures for engagement *to complement* measures of reach and frequency in the development, execution and analysis of marketing communications programs.

Whether you are responsible for strategy, campaign planning, execution or research, the AAAA/ARF Consumer Engagement Conference offers the kinds of insights and tools that are critical to do your job better.

Attendee Participation

During the second day of the Conference, attendees will break into teams for an >>

Call for Advertiser Brand Problems

Are you an advertiser with a brand problem that has been vexing you? Solutions elusive? It could be that you need a “How to Turn on a Mind” insight. The concluding day of the AAAA/ARF Consumer Engagement Conference, Friday, Sept. 29, features a special workshop where up to five advertisers' brand problems will be selected for an intensive, team exercise.

To be considered, e-mail a brief description of the problem, along with confirmation that you will attend the Conference, to Susan Graves susan@thearf.org. If selected, you will be asked to present the problem (no more than 10 minutes) and judge the solutions recommended by Conference attendee teams.

intensive, interactive workshop, facilitated by leading researchers serving as team moderators. Insights will then be presented to the entire Conference.

Program Highlights

The Consumer Engagement Conference is designed to facilitate dialogue between presenters and attendees. Program highlights include:

- **Lisa Baird**, National Football League, discusses “Ideas That Turn on a Mind”
- **Jane Clarke**, Time Warner; **Bob DeSena**, Mediaedge:cia; **Mark McLaughlin**, Yahoo!; and **Ted Smith**, CNET, explain how “How Context Helps Turn on a Mind”
- **Jim Taylor**, Mediaedge:cia EMEA (“Space Race”), offers a visionary look at the future of communications planning and “Changing the Process”
- Harvard Business School Professor and Author **Gerald Zaltman** (“How Consumers Think”) shares his beliefs on how to turn on a mind, and the likely outcome of success in doing so
- A panel discussion will feature **Marianne Foley**, Harris Interactive; **Robert Passikoff**, Brand Keys, Inc.; **Bob Shullman**, Monroe Mendelsohn Research; **Amy Shea**, Ameritest; and **Barbara Zack**, IAG, on “Measuring the Turn-On”
- A panel featuring world-class creative directors from leading agencies, including **Mike Hughes**, The Martin Agency
- Plus much more!

Speakers Include:



Gerald Zaltman
Harvard Business
School



Amy Shea
Ameritest



Robert Passikoff
Brand Keys, Inc.



Lisa Baird
NFL



Bob DeSena
Mediaedge:cia



Mike Hughes
The Martin Agency

Meals During the 2006 Consumer Engagement Conference Will Enhance Networking Opportunities

The 2006 Consumer Engagement Conference will kick off Thursday morning with a continental breakfast, then a buffet lunch will be served at 12:15 PM, followed by a cocktail reception immediately after the first day closing remarks. Continental breakfast will be served Friday, and there will be coffee breaks on both days.

What to Wear

Business casual will be appropriate during the AAAA/ARF Consumer Engagement Conference.

AAAA / ARF CONSUMER ENGAGEMENT CONFERENCE

Thursday, September 28 – Friday, September 29, 2006

Crowne Plaza Times Square Manhattan

THURSDAY, September 28

		3:15 PM	Coffee Break <i>sponsored by ESPN</i>
8:00 AM	Registration Opens <i>Notebooks & pens courtesy of IAG Research</i>	3:30 PM	Measuring the Turn-On <i>Panel Discussion Including:</i> Marianne Foley , Senior Vice President, Marketing Communications, Harris Interactive Robert Passikoff , Founder and President, Brand Keys Amy Shea Hall , Research Director, Ameritest Bob Shullman , Senior Vice President, Monroe Mendelsohn Research Barbara Zack , Managing Director, Chief Strategic Officer, IAG Research <i>Moderator: Barbara Bacci-Mirque, Executive VP, ANA and Co-CEO, Ad-ID</i>
8:00 AM	Continental Breakfast		
8:45 AM	General Session Opens Welcoming by O. Burtch Drake , President-CEO, AAAA and Bob Barocci , President-CEO, The ARF Joe Plummer , Chief Research Officer, The ARF		
9:00 AM	How Do You Turn on a Mind? Keynote Presentation by Gerald Zaltman , Joseph C. Wilson Professor of Business Administration Emeritus, Harvard Business School <i>Q&A Moderator: Joe Plummer, Chief Research Officer, The ARF</i>	4:30 PM	Changing the Process <i>Two Presentations Followed by Discussion:</i> Greg Andersen , Head of Engagement Planning, BBH Jim Taylor , Planning Partner, Central Planning Group, Mediaedge:cia <i>Discussion Moderator: Joe Plummer, Chief Research Officer, The ARF</i>
10:00 AM	Big Ideas Instead of Ads <i>Panel Discussion Including:</i> Valerie Graves , Chief Creative Officer, Vigilante Mike Hughes , President and Creative Director, The Martin Agency Andrew Keller , Vice President, Executive Creative Director, Crispin, Porter + Bogusky Joyce King Thomas , Chief Creative Officer, McCann Erickson Mark Tutssel , Chief Creative Officer, Leo Burnett <i>Moderator: Randall Rothenberg, Senior Director of Intellectual Capital, Booz Allen Hamilton</i>	5:30 PM	General Session Concludes Day One Closing Remarks by Joe Plummer , Chief Research Officer, The ARF
		5:45 PM	Reception, sponsored by Yahoo!

FRIDAY, September 29

11:00 AM	Coffee Break <i>sponsored by ESPN</i>	8:00 AM	Registration Desk Reopens
11:15 AM	Ideas That Turn on a Mind <i>sponsored by ESPN</i> <i>Two Presentations Followed by Discussion:</i> Lisa Baird , Senior Vice President of Consumer Products and Marketing, National Football League Patrick Keane , Director of Field Marketing & Sales Strategy, Google, Inc. <i>Discussion Moderator: Joe Plummer, Chief Research Officer, The ARF</i>	8:00 AM	Continental Breakfast
12:15 PM	Networking Buffet Lunch, sponsored by Simmons	9:00 AM	General Session Resumes Review of Day One: Key Issues Taddy Hall , Chief Strategy Officer, The ARF
1:30 PM	General Session Resumes Media & Measurement: A Broken Marriage Alan Wurtzel , President, Research & Media Development, NBC	9:15 AM	Engagement Consortia: Status Update, Bob Barocci , President-CEO, The ARF, plus 3-5 speakers
2:15 PM	How Context Helps Turn on a Mind <i>Panel Discussion Including:</i> Jane Clarke , Vice President, Insights & Innovation, Time Warner Global Marketing Bob DeSena , Managing Partner, Director of Active Engagement, Mediaedge:cia Mark McLaughlin , Regional Vice President, Yahoo! Ted Smith , Senior Vice President of Research and Intelligence, CNet Chris Weil , Chairman and Chief Executive Officer, Momentum Worldwide <i>Moderator: Mike Donahue, Executive VP, AAAA and Co-CEO, Ad-ID & e-Biz for Media</i>	9:45 AM	Turning on to a New Way Gerald Zaltman , Joseph C. Wilson Professor of Business Administration Emeritus, Harvard Business School
		10:15 AM	Coffee Break, <i>sponsored by MPA</i>
		10:30 AM	Engagement Process Exercise: <i>Instructions & Assignments for entire audience by:</i> Joe Plummer , Chief Research Officer, The ARF
		10:45 AM	Engagement Process Exercise: By audience teams
		11:45 AM	Team Presentations & Panel Reactions <i>Moderators: Joe Plummer, Chief Research Officer, The ARF and Mike Donahue, Executive VP, AAAA and Co-CEO, Ad-ID & e-Biz for Media</i>
		12:45 PM	Conference Concludes with Closing Remarks by Joe Plummer , The ARF Mike Donahue , AAAA



Hotel, Travel & Registration Information

Hotel Accommodations—VERY IMPORTANT

Located in midtown Manhattan at 1605 Broadway at 49th Street, **The Crowne Plaza Times Square Manhattan** is at the crossroads of New York City's entertainment, corporate business and shopping districts.

To make hotel reservations, you must call The Crowne Plaza Times Square Manhattan at **800-243-6969**. A block of hotel rooms has been reserved for out-of-town attendees at a rate of \$349.00, plus 8.375% New York State tax, 5% city tax and \$3.50 occupancy tax per night, per room.

Be sure to tell The Crowne Plaza's reservationist that you are attending the 2006 AAAA/ARF Consumer Engagement Conference on Sept. 28–29, and give your credit card information for a deposit. Check-in time is 3:00 PM; check-out time is noon. For more information about the hotel, visit www.crowneplaza.com.

Travel Information—Air, Train and Taxi

All major airline carriers have scheduled flights into the three New York area airports. Distance from The Crowne Plaza from each airport is: La Guardia, 12 miles; JFK International, 16 miles; and Newark Liberty International, 20 miles. For the most economical airfares, we suggest you visit your preferred carrier's Web site and book your flight online. Taxis and car services are readily available around New York City.

If you prefer train travel, New York City's two stations are located conveniently close to The Crowne Plaza: Grand Central Terminal is seven blocks away and Penn Station is 16 blocks away.

How to Register for the Conference: 3 Easy Ways



INTERNET

www.aaaa.org
www.thearf.org



FAX

AAAA Conferences & Special Events
at 212-573-8968. This line is available
24 hours every day



MAIL

AAAA Conferences & Special Events
405 Lexington Avenue, 18th Floor
New York, NY 10174-1801

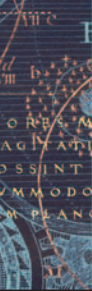


QUESTIONS

Questions regarding Conference registration, confirmations, and substitutions, call Emily McMahon at 212-850-0733.

A refund will be granted, excluding a processing fee of \$100, if a written request for cancellation is received by the AAAA on or before Thursday, September 14, 2006. Substitutions are permitted. Please e-mail cancellations to aaaaconferences@aaaa.org.

Please Note: AAAA provides Conference attendee names and addresses to our sponsors.



Registration Form

American Association of Advertising Agencies & The Advertising Research Foundation
Consumer Engagement Conference
September 28–29, 2006
The Crowne Plaza Times Square Manhattan During Advertising Week 2006

1. SELECT YOUR REGISTRATION PLAN.

	FEES	REGISTRATIONS	TOTAL
<input type="checkbox"/> AAAA Member (Early by Aug. 31)	\$1,125	x _____	= \$ _____
<input type="checkbox"/> AAAA Member (After Aug. 31)	\$1,250	x _____	= \$ _____
<input type="checkbox"/> Add'l AAAA Members from same office	\$950	x _____	= \$ _____
<input type="checkbox"/> ARF Member (Early by Aug. 31)	\$1,125	x _____	= \$ _____
<input type="checkbox"/> ARF Member (After Aug. 31)	\$1,250	x _____	= \$ _____
<input type="checkbox"/> Add'l ARF Members from same office	\$950	x _____	= \$ _____
<input type="checkbox"/> Non-Members (Early by Aug. 31)	\$1,525	x _____	= \$ _____
<input type="checkbox"/> Non-Members (After Aug. 31)	\$1,650	x _____	= \$ _____
TOTAL			= \$ _____

HOTEL ACCOMMODATIONS—VERY IMPORTANT: To make hotel reservations, you must call **The Crowne Plaza Times Square Manhattan (800-243-6969)**. AAAA room rate per night single/double is \$349.00. For more information about the hotel, visit www.crowneplaza.com.

2. YOUR CONTACT INFORMATION. Please clearly print or type names of registrants as you wish them to appear on all registration materials. Photocopy this page to add more registrants from the same company.

REGISTRANT _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

E-Mail _____

Business Phone _____ Fax _____

Arrival Date _____ Departure Date _____

ADD'L REGISTRANT (From Same Office) _____

Title _____

E-Mail _____

Arrival Date _____ Departure Date _____

ADD'L REGISTRANT (From Same Office) _____

Title _____

E-Mail _____

Arrival Date _____ Departure Date _____

3. CHOOSE A PAYMENT OPTION.



Card # _____ Exp. Date _____

Name on Card _____ Signature _____

Fax completed registration form to AAAA Conferences & Special Events: 212-573-8968

Or mail completed registration form with payment to: AAAA Conferences & Special Events
405 Lexington Avenue, 18th Floor • New York, NY 10174-1801

Check enclosed—Make Check Payable to **AAAA**