



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

where marketing and finance align on measurement...

MASB Winter Board Meeting & Summit
March 11-12, 2010 (Chicago)

*Measurement Methods Matter as do the Findings and other Rules for Reporting,
Forecasting & Improving Return from Buyers in Markets Short-term and Over Time*

*Objectives: Expand participation in MASB by furthering the dialogue & demonstrating how marketing will
move from discretionary business expense to strategic investment through an independent body and
open due process for establishing marketing measurement and accountability standards.*

Thursday, March 11, 9:00AM-5:30PM

Welcome & Introduction (David Stewart, UCR)

**Featured Project: Measuring (Forecasting & Improving) Interactive Return
Internet Measurement: What is Known (Randy Bucklin, UCLA)
Discussion & Project Implications**

**Marketing Science Past & Present: Excerpts P&IMS Conference (Earl Taylor, MSI)
40 Year Review (Glen Urban, MIT; Gary Lilien, Penn State; Attendees)
Threads throughout Conference Break-Out Sessions**

**Marketing Science Future: Measurement Development & Process Management
Characteristics of an "Ideal Metric" & Practices (Allan Kuse, MMAP Center)
Learning, Process Implications and Application (Tim Gohmann, TNS)
Long-Term Impact w/Examples (Dominique Hanssens, UCLA)**

**Beyond the Science (John Lees, Kimberly Clark)
Driving Behavior Change Inside Corporations Will Be Essential
Discussion & New Project Implications**

Summary & Call to Action (Meg Blair, MAF/MASB)

**Featured Project: Measuring (Forecasting & Improving) Brand Value
Methods of Brand Valuation: What is Known (Marc Fischer, University of Passau)
Discussion & Project Implications**

Cocktails & Dinner 6:00 at "Bin 36"

**Note: Meeting will be recorded for MASB papers and as input into MASB plans. Questions and
dialogue from and among guests will not be publicly identified without permission.**



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Friday, March 12, 8:00AM-Noon

Featured Project: Views from The Street

**Market Response to Marketing Actions & Stock Price (Natalie Mizik, Columbia)
Discussion & Project Implications**

Featured Project: AMA/MASB Common Language, Activities & Metrics

**Project Background, Overview, Status & Needs (Kate Sirkin, SMG)
Discussion & Project Implications**

Other MASB Projects Underway (Overview, Status, Next Steps & Needs)

**Measuring Targeting Return for CPG w/CLV (Rick Abens, Foresight ROI)
Marketing Metrics Catalogue (Kuse)
MMAP Training & Advisory Services (Kuse)**

Housekeeping & Adjourn



Starcom MediaVest
GROUP

**Hosted by Starcom MediaVest Group
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**Dinner Thursday Evening
339 North Dearborn Street
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Attire: Business Casual