

2010 Summer Board Meeting & Summit August 12-13 in Boston

***Moving from The First 3-Years (Start-Up) to The Next 3-Years (Game Changers)
igniting the transformation of marketing from discretionary business expense to
board level strategic investment***

The Summit will feature a Key Note Panel (moderated by Wharton's David Reibstein) comprised of Senior Marketing and Finance executives who will identify common ground and reach conceptual alignment as to the role of marketing (and brands) in the overall financial performance of the firm.

The Key Note Panel will be followed by presentations and discussion revolving around the initial Projects on the MASB Agenda for The Next 3-Years (including the two "Game Changers"):

Game Changer I: FASB/MASB Partnership for Aligning GAAP and MMAP

MASB will become FASB's partner for changing the accounting & reporting rules related to marketing expenditures such that financial returns from corporations will be measured and driven by buyer behavior in markets *over time*. In this session, we'll learn how FASB makes or changes the rules and then break-out to identify the barriers and opportunities assuming the accounting rules will be changed.

Game Changer II: Branding, From Expense to Investment Model & Discipline

Members will develop and trial/validate an internal model for brand building budgeting and expense authorization that represents the time period over which financial returns from the activity are realized. In this session MASB will propose a conceptual branding model and then break out to identify the barriers and opportunities, assuming the model becomes "generally accepted" as the "standard".

Other Projects Underway

- Measuring Return for CPG w/Customer Lifetime Value
- Measuring Return from Interactive
- Common Language on WIKI
- Marketing Metrics Catalogue

The proposed Game Changing Plan is gaining momentum, with initial proposals in March based on discussions with Kimberly-Clark's CMO, CFO and CEO; then MASB Director input and draft plan approval in May; and support from senior level marketing and finance execs attending the first "external feedback meetings" in June and July.

This event will be an unique opportunity for MASB Directors to listen to those who will be served by the work of the body over the next 3 years, and for members and specially invited guests to engage in the process and help shape the plan and the transformation.

For more information regarding the meeting and attendance, contact megblair@theMASB.org.

Note: There is a \$695 "seat fee" for guests and \$550 for member guests (to help offset the meeting costs).

MASB is the independent, private sector, self-governing body where marketing & finance align on measurement for reporting, forecasting and improving financial returns from buyers in markets short-term and over time... operating exclusively for charitable, educational, scientific, and literary purposes...a 501 (c) (3) non-profit.