

# DIRECT/INTERACTIVE MARKETING RESEARCH SUMMIT

SPONSORED BY DIRECT MARKETING EDUCATIONAL FOUNDATION

October 9 - 10, 2010 | San Francisco, CA | San Francisco Marriott Marquis

The Direct/Interactive Marketing Research Summit is the preeminent conference for direct/ interactive and database marketing research and practice. The Summit, sponsored by Direct Marketing Educational Foundation, is a must attend for academics and Ph.D. candidates interested in pursuing research and teaching in these areas.

## SUNDAY INVITED SPEAKERS

### Combining Internal and External Data for a Panoramic View of the Customer



Wagner Kamakura, **Ford Motor Co.**  
*Professor of Global Marketing,  
Duke University*

Managers in customer-focused enterprises tend to believe they know their customers intimately, because

of the vast amount of data already amassed on their relationship with these customers, and because “past behavior is the best predictor of future behavior.”

The customer database provides only a partial view of the customer, as it lacks information about relationships the customer may maintain with competitors, or other important factors such as his/her unmet needs, attitudes and satisfaction. Dr. Kamakura, author of *Market Segmentation: Conceptual and Methodological Foundations*, will show some examples of how the customer database can be augmented with data from external sources via data-fusion methodology, to provide managers with a more complete view of the customer.

### BUSINESS ANALYTICAL SERVICES: Transforming Information into Value



Jeffrey T. Kreulen, Ph.D.  
*Senior Manager, Senior Technical  
Staff Member, Services Oriented  
Technologies, IBM*

Robust analytics on structured and unstructured information is a

differentiating capability in strategic decision making, brand and reputation monitoring and management, innovation, and service delivery. Dr. Kreulen, co-author of *Mining the Talk*, will discuss the evolution of business intelligence and show examples of several innovative solutions used to transform this information into business value.

## SUNDAY LUNCHEON KEYNOTE

### Trim the Fat! How to Speed up Corporate Metabolism, be Data Driven, and Apply Human Psychology to Improve Marketing



Bryan Eisenberg, *Managing Partner,  
Eisenberg & Associates*

Tough times call for tough measures. While media costs rise, marketing budgets shrink; yet, demands for accountability increase. Many

businesses are starting to believe that flat revenues are the new up. Bryan Eisenberg, co-author of *Call to Action, Waiting For Your Cat to Bark?* will show that, now more than ever before, organizations must Trim the Fat and optimize their marketing efforts so that every marketing dollar invested yields the maximum return on investment.

Register today at  
[www.researchsummit.org](http://www.researchsummit.org)