

PRIMER ON MEASURING THE ROI OF INTEGRATED MARKETING AND BRANDING INITIATIVES

May 6, 2010 :: 1:00 – 2:30 p.m. EDT



ACADEMIC · IMPRESSIONS

WEB CONFERENCE

OVERVIEW

Higher education marketing professionals are under tremendous pressure to prove the effectiveness of their marketing and branding initiatives. To ensure continued funding, marketing offices must measure return on investment and communicate success to the right people.

This webcast will provide you with a step-by-step primer of how to measure the return on investment for integrated marketing and branding initiatives. You will learn best practices and potential pitfalls, and also review multiple examples of how ROI has been successfully measured at other institutions. Attendees will also review several measurement templates that can be adapted to their own institutional marketing and branding efforts.

WHO SHOULD ATTEND

This webcast is designed for marketing and communications professionals who want to more effectively measure ROI of their integrated marketing and branding campaigns. Vice presidents and directors of marketing, as well as others with marketing-related duties, will find the balance of expert perspective and useful tools and resources to be a major benefit to advancing their efforts.

AGENDA

Defining ROI—Beyond the buzz word: what ROI really is about

- Why should you be proactive about ROI analysis?
- What should you be measuring?
- What you can't measure
- How often and in what format should you provide measurement?
- How do standard corporate measurement practices translate into higher education?

Understanding the true marketing budget situation at your institution

- What is your institution actually spending on marketing?
- How do you collect and compile this information?

ROI metrics

- Twenty measurements you should use to assess your success
- How to use the data to make recommendations and decisions
- How to share your findings with colleagues

Tools/Supplemental Resources

- Sample inventory of campus-wide marketing expenditures
- PowerPoint, Excel, and ROI metric calculator tools and templates

INSTRUCTOR

Elizabeth Scarborough, CEO and Partner, SimpsonScarborough



Elizabeth is a nationally recognized expert in the use of research to drive marketing, branding, recruitment, and retention efforts. With 17 years of experience conducting market research, she is an innovative leader in developing marketing intelligence. Elizabeth specializes in the applications of qualitative and quantitative research to develop brand strategies. Her groundbreaking approaches to marketing and research have become industry standards.

Join your
colleagues for
a step-by-step
primer of how
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LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high speed internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

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If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.



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Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at www.academicimpressions.com

REGISTRATION FEES

Postmarked on or before April 29, 2010

Single Site Connection: Primer on Measuring the ROI of Integrated Marketing and Branding Initiatives _____ \$350.00 USD

Additional Site Connection: Primer on Measuring the ROI of Integrated Marketing and Branding Initiatives _____ \$195.00 USD

(After April 29, 2010 an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

Registrants receive a 50% discount on a CD recording of this session. Please send me the CD _____ \$175.00 USD

Can't attend the live session? Please send me a CD recording of this webcast _____ \$350.00 USD

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How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.): _____

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

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