

CIVIL WAR ON THE CORPORATE BATTLEFIELD:

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# MARKETING VS. SALES

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CHARLESTON, SOUTH CAROLINA  
NOVEMBER 12-14, 2006



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## PROGRAM GUIDE

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## **SUNDAY, NOVEMBER 12**

**Morning:** Optional golf outing (not included in registration fee)

**3:00 p.m. – 6:00 p.m.:** Registration at Charleston Place Hotel

**6:00 p.m. – 8:00 p.m.:** Welcome remarks and dinner at Charleston Place Hotel

## **MONDAY, NOVEMBER 13**

**7:30 a.m. – 8:30 a.m.:** Continental breakfast and daily announcements

**8:30 a.m. – 9:30 a.m.: War Stories Part I: Sales Tales from the Front Lines**

A panel of sales veterans discusses the highlights and low points of working with the marketing function. What approaches have worked, and what have not? Marketers will learn direct from their toughest customers – what is most important to sales?

**9:30 a.m. – 9:45 a.m.:** Coffee break

**9:45 a.m. – 10:45 a.m.: War Stories Part II: Marketing Tales from the Front Lines**

Are you known among your sales team as “the marketing person who took away my sales team’s MCI Center box” (even though it wasn’t being used properly)...A panel of marketing veterans highlights challenges with and observations of sales executives. What approaches did not work, and what approaches were successful in the eyes of both marketing and sales?

**10:45 a.m. – 11:00 a.m.:** Coffee break

**11:00 a.m. – 12:00 p.m.: Winning the Peace: Methods for Building an Ally in Sales to Prove ROI to Your CEO**

Your marketing campaign was an undeniable success...you’ve produced an excellent campaign and garnered some significant visibility for your company. Now, how do you calculate the real return on investment (ROI)? Are your sales execs your allies or adversaries? Ensure that sales is on your side, and you can more effectively present the value of marketing to your president/CEO.

In this session, sales and marketing executive(s) discuss methods for building a collaborative relationship and ensuring win-win results.

**12:00 p.m. – 1:00 p.m.:** Lunch – Charleston Place Hotel

**1:00 p.m. – 2:00 p.m.: Crisis Communications: Practical Applications for Unpredictable Times**



**Keynote Speaker:**  
**Ari Fleischer**  
**White House Press Secretary**  
**2001 – 2003**

Speaking from his experience at the pinnacle of one of the most turbulent periods in American history, Ari Fleischer describes how he kept the nation informed during troubled times of war and tragedy. He translates these principles into practical steps that can be used by any enterprise seeking to fine tune its communications strategy.

Further, Mr. Fleischer will discuss the mid-term elections, which could be seismic, and what the changes will mean for businesses in the last half of the Bush presidency. Don't miss this informative, entertaining, and thought-provoking presentation.

**2:00 p.m. – 2:15 p.m.: Break**

**2:15 p.m. – 3:30 p.m.: Civil Engagements: First Among Equals**



**Speaker:**  
**Rishi Sood**  
**Vice President, Government**  
**Gartner**

Marketing to State and Local government is a challenge to even the most seasoned government marketers in the business. During this informative session, attendees will access the latest state and local market sizing data – including spending forecasts, key trends, and specific market opportunities for the year ahead. Learn to follow the money – understand which states have it now, and in the future.

In addition, Mr. Sood will address the unique qualities of marketing to the state and local community. For instance, what are the merits of leveraging GSA Schedule co-operative purchasing versus state-specific contract vehicles? What is the role of politics and grassroots marketing? What about social infrastructure modernization and reform?

Attendees will learn how to navigate this complex community to get through to target audiences – including the horizontal tactics that resonate, as well as state-by-state playbooks.

**3:45 p.m. – 4:30 p.m.: Covert Operations: Marketing to the Hard-to-Reach Communities – Intelligence, Coalition, and Joint Commands**

CIA, DISA, FBI, NSA, NRO...How do you market to a sector as secretive and publicity-shy as the intelligence community? Hear from organizations that have generated successful intelligence-focused marketing programs. This session will present strategies and tactics for managing Intelligence, Coalition, and Joint Command customers and general ideas on how to effectively reach this “community within a community.”

**4:30 p.m.– 6:30 p.m.:** Free time

**6:30 p.m. – 9:00 p.m.:** Offsite dinner

**McCrary's Tavern  
2 Unity Alley  
Charleston, SC 29401**



# TUESDAY, NOVEMBER 14

**7:30 a.m. – 8:30 a.m.:** Continental breakfast and daily announcements

**8:30 am. – 9:30 a.m.: Jus in Bello (Law in War): A Review of Ethics and Marketing to Government**

From Abramoff to Safavian – we’ve heard the names and the scandals. This session will discuss ethical considerations when working with government. What is permissible, and what is crossing the line? What happens when your sales team takes a government customer to the MCI Center without your knowledge? An interactive Q&A session follows the presentation – this is an ideal opportunity for marketers to clarify “sticky” situations and walk away with an ethics guidebook for reference.

**9:30 a.m. – 9:45 a.m.:** Coffee break

**9:45 a.m. – 10:45 a.m.: Relationship Marketing**

The GovMark Sanity Check study, presented in May 2006, revealed that “peer-to-peer” (P2P) marketing most influences government IT customers’ buying decisions. In terms of relationship marketing, has the age of cocktail parties and boondoggles been replaced by online interaction – blogs, myspace, and the like?

Attendees of this interactive session will discuss strategies and tactics for constructing relationship marketing programs – from online communities to intimate, small-group events. You will walk away from this session with strategies and ideas that can be tailored to future marketing campaigns.

**10:45 a.m. – 11:00 a.m.:** Coffee break

**11:00 a.m. – 12:00 p.m.: Perspectives from the Front Lines: A Government IT Executive Discusses Views on Marketing Strategies and Tactics that Resonate**

You’re trying to market to a government Executive – do you know what they find most informative or persuasive? What exactly do they do at trade shows, conferences, or golf tournaments? Do they even attend these events? Should you be trying to target a different level of buyer? What about cross-agency initiatives like Quicksilver, Federal Enterprise Architecture (FEA), and others? Find out what works from someone on the front lines.

**12:00 p.m. – 1:00 p.m.:** Lunch – Charleston Place Hotel

Program Concludes



**GovMark**  
COUNCIL

*Building Government IT Marketing Community*

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CHARLESTON, SOUTH CAROLINA  
NOVEMBER 12-14, 2006

REGISTRATION FORM

Name and Title: \_\_\_\_\_  
Organization: \_\_\_\_\_

Member

- Early Registration (prior to October 6): \$1,200  
 After October 6: \$1,500

Non-member

- Early Registration (prior to October 6): \$1,500  
 After October 6: \$1,800

Street Address: \_\_\_\_\_  
City, State, Postal Code: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

**Guest Registration**

Adult guests (21 and over) are cordially invited to participate in GovMark Council's conference meals and social activities for the fees indicated. Please register your guest(s) for the following meals, as appropriate. Please note that guest fees represent our *actual cost* for the meal/activity.

Guest/Spouse Name(s)

\_\_\_\_\_  
\_\_\_\_\_

- |   |   |
|---|---|
| <input type="checkbox"/> Welcome Dinner November 12 (\$120.00)                        | <input type="checkbox"/> Off-Site Dinner November 13 (\$120.00) |
| <input type="checkbox"/> Breakfast November 13 (\$25.00)                              | <input type="checkbox"/> Breakfast November 14 (\$25.00)        |
| <input type="checkbox"/> Lunch and Keynote Speaker Presentation November 13 (\$50.00) | <input type="checkbox"/> Lunch November 14 (\$50.00)            |

Total Registration Fee: \_\_\_\_\_

Fax completed registration forms to 703-883-9007

Questions: Please contact Samantha Archey at 703-883-9000, ext. 115

## Payment

To pay by credit card, please complete the following information.

American Express       MasterCard       Visa

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name as it Appears on the Card: \_\_\_\_\_

Checks, payable to GovMark Council, can be mailed to:

**GovMark Council**  
**921 King Street**  
**Alexandria, VA 22314**

## Cancellation Policy

All cancellations or substitutions must be made in writing. Please be advised that cancellations are only permitted prior to October 11, 2006 with a CANCELLATION FEE of 20% of the total registration cost. Cancellations received after October 11, 2006 will receive no refund or credit.

## Travel and Accommodations

Attendees must book their own flights, coordinate ground transportation, and reserve rooms at Charleston Place Hotel. If you want to arrive early or stay a few days later, the rate is \$289/person per night.

Reserve your room directly with the Charleston Place Hotel, by calling 1-800-831-3490 or e-mail [groupres@charlestonplace.com](mailto:groupres@charlestonplace.com). To take advantage of the group rate you must reserve a room before October 13 and reference GovMark Council.

## Golf Outing

I am interested in attending the golf outing Sunday morning, November 12. Please have someone contact me with more details. (Please note, the golf outing is not included in the registration fee.)

## Group Rate

I am interested in sending my marketing department. Please have someone contact me with more details on a group rate.



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