

BMA 14

MAY 28-30

where b2b's going.

branding

Content

accountability

Sales enablement

Social media

Workforce engagement

Marketing technology

CMO perspectives

future skills

demand gen



BMA14

May 28-30

Hilton Chicago

720 South Michigan Avenue
Chicago, Illinois 60605
312-922-4400

Register today at
BMA2014.com/register



where b2b's going.



BMA BUSINESS
MARKETING
ASSOCIATION

1833 Centre Point Circle, Suite 123
Naperville, IL 60563

What's inside

Fold after fold of detailed
information about the biggest
and best b2b marketing
conference anywhere in
the world.





Get to Chicago and **BMA14** how ever you can—to **be** and **see** where **b2b**'s going!

In 48 hours, you will hear from nearly 100 authorities about the latest in b2b marketing trends, thinking, research, best practices, technologies and tools.

And you will have opportunities to get to know and learn from 900 fellow b2b marketers from 400+ companies, 40 states and 10 nations.

You will return with loads of ideas and insights you can deploy immediately to improve business results and propel your career.



BMA14 will be 10-15% larger than last year's BLAZE, with more than 900 b2b marketers expected to attend from 400+ companies, 40 states and 10 nations.

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HILTON CHICAGO	THE ART INSTITUTE OF CHICAGO
<p><i>CHICAGO'S BIGGEST AND BEST HOTEL, AND OUR LOWEST ROOM RATES EVER!</i></p>	<p><i>WEDNESDAY EVENING'S NETWORKING GALA WILL BE IN THE NEW MODERN WING.</i></p>

BMA14

May 28-30

Hilton Chicago

720 South Michigan Avenue
Chicago, Illinois 60605
312-922-4400

Biggest year yet!

Registration Info

To register, go to BMA2014.com/register

Early-bird registration: Feb. 1-April 30

BMA Members: \$1,095

Non-Members: \$1,295

Rates go up \$300 after April 30 and through May 28. If you are not a member, joining BMA makes it a wash.

Special 3x rate: Send three or more people, pay only \$995 per person.

Young professionals (age 30/under): \$995

Hotel Info

Special negotiated nightly rate: \$199

Double-up: \$224 (\$112 per person)
2 beds/2 full bathrooms

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BMA2014.com/register
#BMA14



where b2b's going.

demand management

Learn how leading data-driven b2b marketers—specialists in data analytics, revenue marketing and advanced demand management—are excelling in precision marketing and generating astounding marketing ROI.

Joseph Puthussery, Cisco Systems

Jim Donovan, Teradata

Jeff Winsper, Black Ink ROI

Debbie Qaqish,
The Pedowitz Group

Michael Foley, EMC



mobile and marketing technology

Learn why the battle for customer attention will be fought on mobile devices. And hear seasoned marketers talk about their experiences buying and using marketing automation systems.

David Raab, Raab Associates

Gary Briggs, Facebook

Josh Bernoff, Forrester

Mike Ballard, Lenovo



branding/story telling

Are you winning the story wars? Are your customers emotionally connected to your brand? Find out how to get to b2b branding nirvana.

Karen Walker, Cisco Systems

Joe McCormack,
Sheffield Partners

Jonah Sachs, author

Andrew Davis, author

Tim Washer, Cisco Systems

Mike Miller, Google



workforce engagement

Is marketing the new HR or HR the new marketing? Find out who's right and why and how HR and marketing are forging tighter bonds than ever before.

Phil Clement, Aon

Lisa Buckingham,
Lincoln Financial

Jamie DePeau,
Lincoln Financial

Betsy Henning, AHA!

Heather Teskey, Hallmark
Business Connections



marketers of the future

Learn why in just a few years people in our roles are likely to be coders, "growth hackers," IT mavens, data PhDs and scientists and engineers.

Greg Welch, SpencerStuart

Scott Brinker, Ion Interactive

Jon Kimpel,
Firestone Building Products

Jake Sorofman,
Gartner Research



CEO/CMO perspectives

Hear top CMOs and one CEO discuss marketing's role in driving innovation, customer relevance, industry leadership, workforce culture, margin enhancement and faster business results.

Jim Metcalf, USG Corporation

Xavier Burgat, Airbus

Beth Comstock, GE

Gary Briggs, Facebook

Jeff Hayzlett, Bloomberg
Television



social and b2b media

Hear new thinking from Facebook and LinkedIn leaders about the evolving role of social media with b2b brands. Learn how other b2b media channels are evolving, too.

Alison Engel, LinkedIn

Paul Miller, UBM Tech

Rick Stamberger, SmartBrief

Joel Harrison, B2B Marketing

Gary Briggs, Facebook

Gary Vaynerchuk,
VaynerMedia

Brian Goffman, LinkedIn

Randi Zuckerberg,
Zuckerberg Media



marketing creativity

Nowadays, marketing creativity knows all forms and few if any limits. See how media, digital platforms, devices and events are setting the table—and even preceding the big idea—for many directions b2b creativity is taking.

Paul Sebastian, T-Mobile

Mark Rentschler, Makino

Phil Clement, Aon

Linda Boff, GE

Tim Washer, Cisco Systems



sales and marketing

Learn about the notions of "tie breaker" and "agile" selling, CEB's new work in "consensus b2b buying" and how your sales force can better use LinkedIn.

Prof. James Anderson, Kellogg
School of Management

Brent Adamson,
Corporate Executive
Board

Jill Konrath, author

Tim Riesterer,
Corporate Visions



content marketing

Learn how to make your content marketing rise above the clutter and be helpful, not hypeful. Also, catch a live spoof of this poorly coined term.

Jay Baer, Convince & Convert

Gary Vaynerchuk,
VaynerMedia

**Second City
Communications**

The Second City
COMMUNICATIONS



DAY ONE

Wednesday, MAY 28

all events will take place in the **International ballroom** unless listed.

Title Sponsor

THE WALL STREET JOURNAL.

Wednesday Sponsor

DEMANDBASE

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LinkedIn

Networking Gala Sponsors

BBN BUSINESS NETWORK

ihs

Start here

8:00 - 8:45 am
PRE-CONFERENCE SESSION 1
Speaker
to be announced



9:00 - 9:45 am
PRE-CONFERENCE SESSION 2
Jill Rowley
Founder and Chief Evangelist,
Jill Rowley #Social Selling
"The ABCs of "Social Selling":
Always be Connecting and
Curating Quality Content"



10:00 - 10:45 am
PRE-CONFERENCE SESSION 3
Mike Miller
Director of Business and
Industrial Markets, Google
"From Promotion to Emotion:
Leveraging Your Most
Powerful Asset"



11:00 - 11:45 am
lunch
Grand Ballroom

12:00 - 12:05 pm
opening video

12:05 - 12:15 pm
OPENING REMARKS
"Where B2B's Going"



Kathy Button Bell
2013-14 Chair, BMA,
and VP and CMO, Emerson



Steve Liguori
2014-15 Chair, BMA, and Exec.
Director, Global Innovation
and New Models, GE

12:15 - 12:45 pm
KEYNOTE SESSION
Beth Comstock
Chief Marketing Officer, GE
"Perpetual Motion Marketing"



12:45 - 1:00 pm
FIRESTARTER SESSION
Tom Stein
CEO, Stein IAS Americas
"Great Expectations:
What Today's CEOs Expect
From Their Marketers"



1:00 - 1:45 pm
PANEL SESSION
"Leading Through Turbulent Times:
Aligning Strategy, Structure and Brand
to Win"



James Metcalf
Chairman, President and
CEO, USG Corporation



Linda McGovern
Vice President, Marketing,
USG Corporation

1:45 - 2:00 pm
FIRESTARTER SESSION
Phil Clement
Global Chief Marketing and
Communications Officer,
Aon Corporation
"Why Marketing Works, What
is Good Marketing and Why
It is So Damn Sexy"



2:00 - 2:30 pm
networking break

2:30 - 3:00 pm
KEYNOTE SESSION
Xavier Burgat
Head of Corporate Marketing, Airbus
"The Marketing
Behind Airbus Success"



3:00 - 3:30 pm
KEYNOTE SESSION
Gary Briggs
Chief Marketing Officer, Facebook
"Facebook and
The Move to Mobile"



3:30 - 3:45 pm
KEYNOTE SESSION
Teresa Poggenpohl
Senior Managing Director,
Global Image, Accenture
"Disrupt to Differentiate
(In a Competitive Category)"



3:45 - 4:00 pm
networking break

4:00 - 4:30 pm
PANEL SESSION
"Inside the C-Suite
CMO Panel with Jeffrey Hayzlett"



moderator
Jeff Hayzlett
Host of "C-Suite with
Jeff Hayzlett,"
Bloomberg Television



Rebecca Carr
Chief Marketing Officer,
CenturyLink Technology
Solutions



Stephanie Buscemi
Chief Marketing Officer,
IHS



Ian Heller
VP of Marketing,
HD Supply White Cap



**Martyn
Etherington**
Chief Marketing Officer, Mitel

4:30 - 4:45 pm
KEYNOTE SESSION
Greg Welch
Senior Partner, Spencer Stuart
"Where is B2B Going? Igniting
Marketing—Along With Your
Career!"



4:45 - 5:15 pm
KEYNOTE SESSION
Nick Besbeas
Vice President, Marketing
and Customer Support,
LinkedIn
"Why Brand Humanity Matters
In B2B Marketing"



5:15 - 5:30 pm
KEYNOTE SESSION
Heather Teskey
Vice president, Strategy
and Marketing, Hallmark Business
Connections
"How an Enrichment Culture
Makes Employees and
Customers Your Best
Business Asset"



5:30 - 5:45 pm
FIRESTARTER SESSION
Tim Washer
Senior Marketing Manager,
Social Media, Cisco Systems,
comedy writer and former actor,
"Late Night with Conan O'Brien"
"Late Night Comedy Meets
Corporate Storytelling"



5:45 - 6:00 pm
HOUSEKEEPING AND
ANNOUNCEMENTS



Gary Slack
VP of Professional
Development, BMA

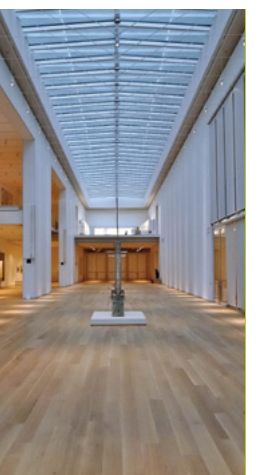


Clif Collier
Chairman, Executive Board
BBN Business to Business
Network

Speaker #3
Chairma

6:00 - 6:30 pm
walk/bus
to The Art Institute

6:30 - 9:30 pm
NETWORKING GALA
**Modern Wing
of The Art
Institute
of Chicago**
111 South Michigan Ave.
Chicago, IL



The big event

DAY TWO

THURSDAY, MAY 29

all events will take place in the **International ballroom** unless listed.

Title Sponsor

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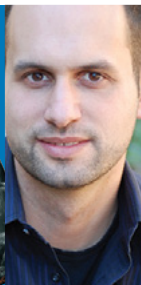
Fun run/walk/swim/ride Sponsor

AON


6:00 - 7:30 am
fun run/walk/swim/ride

6:30 - 7:45 am
breakfast

8:00 - 8:30 am
KEYNOTE SESSION
Jonah Sachs
author, *Winning the Story Wars*
"Winning the Story Wars"



8:30 - 8:45 am
FIRESTARTER SESSION
Joe McCormack
Managing Director, Sheffield Marketing Partners, and author, *Brief*
"Profound Brevity: Go Deep, But Keep It Simple"



8:45 - 9:00 am
FIRESTARTER SESSION
Tim Riesterer
Chief Strategy and Marketing Officer, Corporate Visions
"Salespeople With Their Lips Moving: The Marketer's Last Stand For Communicating Value"



9:00 - 9:30 am
KEYNOTE SESSION
Andrew Davis
author, *Brandscaping*
"Niches to Riches: How Brilliant Marketers Get Rich By Targeting A Niche"



9:30 - 10:00 am
networking break

10:00 - 10:15 am
FIRESTARTER SESSION
TBA

Panelist 1
to be announced

Panelist 2
to be announced


10:15 - 10:45 am
PANEL SESSION
"The Business of Being Human: How Technology is Driving Relevancy"
moderator
Adryanna Sutherland
President, Cincinnati, gyro



Mark Rentschler
Marketing Manager, Makino



Paul Sebastian
CMO, VP of Growth, T-Mobile




Panelist 3
to be announced

10:45 - 11:00 am
FIRESTARTER SESSION
Debbie Qaqish
Principal and Chief Strategy Officer, The Pedowitz Group, and author, *The Rise of the Revenue Marketer*
"The Rubberband Theory of Revenue Marketing Leadership"



11:00 - 11:15 am
PANEL SESSION
Jill Konrath
author,
"Agile Selling: How to Turn Your Sales Force into a Competitive Advantage"



11:15 am - 12:00 pm
PANEL SESSION
"How Can a Data-Driven Business Stay Ahead in a Data-Driven Economy?"

moderator
Jeff Winsper
Founder, Black Ink ROI



Joseph Puthussery
VP of Marketing, GTM Global Demand Center, Cisco Systems




Jim Donovan
Senior VP of Global Marketing, Teradata



Michael Foley
Director, Marketing Science Lab at EMC




12:00 - 12:15 pm
FIRESTARTER SESSION
Second City Communications



12:15 - 12:30 pm
break and head to lunch

12:30 - 1:45 pm
LUNCHEON
moderator
Gary Vaynerchuk
CEO and Co-Founder, VaynerMedia, and author "How to Tell Your Story in a Noisy Social World"



Michael Krauss
President, Market Strategy Group and Director, BMA/Chicago



1:45 - 2:00 pm
break and return to international ballroom

2:00 - 2:30 pm
KEYNOTE SESSION
James Anderson
Professor of Marketing and Wholesale Distribution, Kellogg School of Management
"Tie-Breaker Selling"



2:30 - 2:45 pm
FIRESTARTER SESSION
Betsy Henning
CEO and Founder, AHA!
"Ignite Employee Passion with Your Corporate Responsibility Story"



2:45 - 3:15 pm
PANEL SESSION
"It Takes Two: How HR and Marketing Aligned for Uncommon Results"
moderator
Keith Loell
Executive Creative Director, gyro




Lisa Buckingham
Chief Human Resources Officer, Lincoln Financial



Jamie DePeau
Corporate Chief Marketing Officer, Lincoln Financial



3:15 - 3:30 pm
FIRESTARTER SESSION
Steve Young
author, *Industrial Musicals*, and writer, "The Late Show with David Letterman"
"A Retro Moment in Marketing History"



3:30 - 4:00 pm
networking break

4:00 - 4:45 pm
PANEL SESSION
"The Impact of Social Media Globalization: Why People Are More Important Than Your Logo"


moderator
Rick Stoner
Social Media Strategist, Bader Rutter & Associates, BBN USA



Paul Myerscough
Director of PR & Social Content, Stein IAS



Thomas Foell
Head of Social Media, wob AG, BBN Germany



Panelist 3
to be announced

4:45 - 5:30 pm
PANEL SESSION
"Inside Scoop: What Marketing Automation Users Wish They'd Known Before Buying Their System"

moderator
David Raab
President, Raab Associates author, "B2B Marketing Automation Vendor Selection Toolkit"



Mike Ballard
Demand Generation Strategy Manager, Lenovo



Heather Burton
Director, Marketing and Demand Generations Operations, SolarWinds



Don Gushurst
Director, Global Marketing Operations Services, Molex Incorporated



5:30 - 5:45 pm
FIRESTARTER SESSION
BMA-GEN-C Board
"And Now, a Word From Our Young Professionals"

5:45 - (no ending time)
free evening

9:00 pm - 1:00 am
YOUNG PROFESSIONALS NETWORKING EVENT
Buddy Guy's Legends
(just around the corner from the Hilton)



DAY THREE

FRIDAY, MAY 30

all events will take place in the **International ballroom** unless listed.

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NETPROSPEX

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Lanyards: **Doremus**

Guidebook Mobile App: **Harte-Hanks**

Writing Pens: **Corporate Imaging Concepts LLC**

Media: **Fierce Markets, B2B Marketing, Advertising Age**

AV, Staging and Technical Consultation: **Resolution Media**

BMA thanks the Aon Corporation for its generous funding of this BMA14 prospectus.

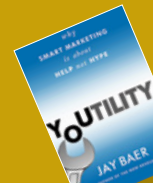
6:00 - 7:30 am
fun run/walk/ride/swim

6:30 - 7:45 am
breakfast

8:00 - 8:30 am
KEYNOTE SESSION

Jay Baer
President, Convince & Convert, and author

"Youtility: Why Smart Marketing Is About Help, Not Hype"



8:30 - 8:45 am
FIRESTARTER SESSION

Linda Boff
Executive Director, Global Brand Marketing, GE

"Five Ways to Make People Fall in Love with Your Brand"



8:45 - 9:15 am
KEYNOTE SESSION

Brent Adamson
Managing Director, Advisory Services, CEB

"Challenger Marketing: Succeeding in Today's B2B Battleground"



9:15 - 10:00 am
PANEL SESSION

"Engineers, Coders, Growth Hackers and IT Mavens: We've Come a Long Way from Captain of the AV Club"



moderator
Alex Kantrowitz
Staff Reporter, Advertising Age



Jon Kimpel
Executive Director, Marketing, Firestone Building Products



Scott Brinker
Co-founder & CTO, ion interactive, inc.



Jake Sorofman
Research Director, Gartner Research

10:00 - 10:30 am
networking break

10:30 - 10:45 am
FIRESTARTER SESSION

Karen Walker
SVP of Marketing, Cisco Systems

"Brand Appeal: I Second That Emotion"



10:45 - 11:30 am
PANEL SESSION

"How B2B Vertical Channels Are Reinventing Themselves for the Digital Age"



moderator
Joel Harrison
Editor-in-Chief, B2B Marketing



Paul Miller
CEO, UBM Tech



Rick Stamberger
CEO, SmartBrief



Nicole Hallada
Senior Director, Global Marketing and Strategy, Association of Equipment Manufacturers

11:30 - 11:45 am
FIRESTARTER SESSION

Josh Bernoff
VP and Principal Analyst, Forrester Research, and author

"The Mobile Mind Shift: Engineer Your Business to Win in the Mobile Moment"



11:45 am - 12:00 pm
FIRESTARTER SESSION

Richard Alfonsi
VP, Online Sales and Operations, Twitter
"Mastering the Moment: The Live Opportunity for B2B Marketers on Twitter"



12:00 - 12:45 pm
KEYNOTE SESSION

Randi Zuckerberg
Founder/CEO, Zuckerberg Media, and author

"10 Trends Influencing the Habits of Modern B2B Customers"



12:45 - 1:00 pm
WRAP UP AND ADJOURNMENT



Steve Liquori
2014-15 Chair, BMA, and Exec. Director, Global Innovation and New Models, GE



Kathy Button Bell
2013-14 Chair, BMA, and VP and CMO, Emerson

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