

ANA Business Marketing @ Wells Fargo

When:

Start: Wednesday, April 25, 2018 at 8:15am

End: Wednesday, April 25, 2018 at 4:00pm

Where:

Wells Fargo

333 Market Annex Building

Clementine-Minna

San Francisco, CA 94105

Agenda

TIME	EVENT DETAILS
9:00am	<p data-bbox="402 1031 769 1062">Igniting Innovation Initiatives</p> <p data-bbox="402 1104 1414 1356">Innovation is at the heart of growth, and driving a successful innovation marketing strategy is key to continued success. In this session, learn how Adobe advances innovation initiatives across its enterprise business. Hear a case study about one of Adobe's organically grown businesses, discover B2B strategies to launch new in-house products and ventures, and learn how to overcome internal roadblocks to achieve success.</p> <p data-bbox="402 1394 1159 1461">Dave Dickson Sr. Product Marketing Manager, Emerging Businesses Adobe</p> <p data-bbox="402 1545 1321 1623">I'm So Emotional! Bridging the Emotional Divide: The Path to B2B Brand Leadership</p> <p data-bbox="402 1665 1344 1785">A new Gartner cross-industry study offers up findings that some B2B/tech marketers may find almost anathema: "B2B customers are significantly more emotionally connected to their vendors and service providers than</p>

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consumers.” *Emotion*? Not bits and bytes? Not industry-leading solutions? Increasingly, the answer is yes and yes!

In this presentation, we will dive into latest thinking and applicable insights on how brands are enlivening rational entreaties with emotional appeals. What role does emotion play in a buying process long considered rooted in the rational? How can B2B marketers achieve leadership by appealing to minds *and* hearts?

Ted Kohnen

Managing Partner Stein IAS

B2B Integrated Marketing: Keeping It Relevant

The key to successful integrated marketing is to develop a clear and compelling marketing angle centered on a key insight, to create a core marketing asset to leverage as a springboard for your finely tuned, digitally integrated marketing campaign, and then to deliver that message to the right target market.

Join Wells Fargo Wholesale/Commercial banking marketing team as they outline the end to end process, from strategy to implementation, of a technology sector marketing campaign. The Wells Fargo team will outline how they incorporated social, digital, content, conferences and team members to drive awareness and consideration with this focused audience.

Kellie Krug

SVP, Head of Wholesale Marketing Wells Fargo

Tighten Your Briefing Process; Increase Your Marketing Effectiveness

If you haven’t asked yourself lately “Is our scope of work process and briefing of agencies strong enough?” you may be missing out on the opportunity to get better output from your agencies and better mileage from your budget.

Writing better SOWs and briefs is about better work and eliminating waste that results from poor guidance and projects that zig zag unnecessarily. In this presentation Bruno will demonstrate that poor scoping and briefing is the primary

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source of marketer’s inefficiencies and misguided efforts as highlighted in a recent study where 73% of agencies claimed that clients provided poor guidance.

Learn specific steps you can take to elevate your SOW and assignment brief process and how these simple techniques will help you drive your costs down and make you a client your agency will want to do great work for.

Bruno Gralpois

Co-Founder & Principal Agency Mania Solutions
ANA Training Instructor

Distinguishes Your Brand Through Thought Leadership

For B2B marketers, leveraging content that positions their brands as thought leaders on issues important to their customers is a critical piece of the overall marketing mix. Getting this right requires brands to think and act more like publishers or programmers: choreographing content, social, and technology strategies that infuse customer experiences with new levels of brand utility. Steve Sonnenfeld will outline the range of ins, outs, and keys to positioning your brand to achieve thought leadership success.

He will also discuss what brands and marketers have discovered that resonates with customers in a relatable and ultimately profitable way – specifically why relevant content must become a major part of the marketing campaign.

Stephen Sonnenfeld

VP, Global Creative Director Thomson Reuters

THE “B2B MEDIA EXCHANGE”: Improve Ad Spend ROI Through Programmatic Buying

Marketing investments are increasingly under pressure to demonstrate an ROI. Technology innovation has improved buying execution and analysis. These advancements have also compromised the quality of available media in the supply-side ecosystem. While programmatic advertising streamlines operational functions, getting started can be intimidating for many buyers.

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	<p>BPA has simplified the planning and activation process to help B2B marketers be assured that their ad spend is directed soundly in online and offline media. They will share how a B2B industry collective was initiated to accomplish just that!</p> <p>You will walk away from this presentation understanding how the BPA has created a media exchange where marketers have access to a trusted direct pipeline into the supply-side platform that will allow you to increase your marketing ROI, and demonstrate the value of marketing to your management.</p> <p>Glenn Hansen President and Chief Executive Officer BPA Worldwide</p> <p>Scott E. Roulet VP, B2B Media Exchange BPA Worldwide</p>