

SECRETS OF MARKETING FOR CEOs

15th of November, 2013

Conference Hall Citadele, Republikas laukums 2A, Rīga
9:30 – 19:00

Idea of Conference

Marketing and advertising are often considered an ART rather than a discipline that earns money. However in the era of overproduction – what in reality is being produced is marketing of product or service. Marketing is a key competence for every senior manager. Forbes has invited two practitioners who will demonstrate proven techniques on how to win more business and beat competitors. Our speakers will combine theory with more than 50 real case studies for almost every industry. The conference is split into two parts: how to win in marketing how to make advertising work. Working language English with simultaneous translation to Latvian.

First part – Marketing, Gustav Hafrén, Trout&Partners, Northern Europe, partner (in English with simultaneous translation to Latvian)

How to achieve a breakthrough in business and beat competitors by looking at marketing from a business point of view – the CEO's checklist.

You will learn:

- Setting competitive and financial goals for marketing
- How to evaluate market potential
- The four “C+s” of the competitive context
- How to analyse consumer behaviour in every business – what you need is to understand the attributes that truly drive consumers' behaviour
- How to position your brand in the consumer's mind
- The marketing tool box, and how to create a smart integrated marketing plan
- How to make your marketing accountable - measuring the results
- How to connect marketing to top line growth and profits
- 20 most successful marketing cases

Lunch

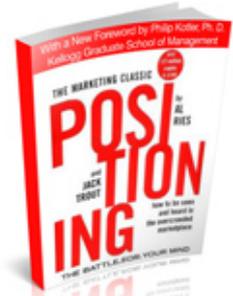
Second part – Advertising, lecturer Sergey Khokhlov, “MediaCom Russia”, CEO (in Russian with simultaneous translation to Latvian and English)

Most effective ways to influence and communicate with consumers.

You will learn:

- How to build convincing advertising
- How CEOs can evaluate creativity
- How key media channels really works, what channels are more effective and why
- New trends in the mobile age: how to effectively split budgets between digital and traditional media
- How consumer psychology works looking at your ad
- 20 most successful advertisements

Gala cocktail: reception



Dear Fellow Executive,

Welcome to Forbes Baltic Marketing Conference in Riga. I'm very pleased to have our leading partner talking to you about how to win in the marketplace by having a business perspective and becoming different. You will learn that marketing is about business and earning money, not just spending!

Yours sincerely,

Jack Trout,
“Trout&Partners” founder,
Marketing strategist

PROMINENT SPEAKERS



Marketing section: Gustav Hafrén (Finland)

Gustav Hafrén is President of Trout & Partners, Northern Europe and Russia, and advises top management on positioning and developing solutions to increase company top-line growth and profits. His 30-year business background includes hands-on experience from

marketing positions in Unilever, as well as business consulting for several prominent international firms. Mr. Hafrén has a thorough understanding of business development and startups globally, as well as in Northern Europe, the Baltics and Russia. His client assignments include fast moving consumer goods, industrial manufacturing, retailing and information technology as well as financial services, retail and the travel business. Mr. Hafrén is a frequent speaker on topics related to positioning and competitive strategy. He is also a frequent business writer, including the book “Differentiate or Die” which he co-authored with Jack Trout. He is fully fluent in Finnish, Swedish and English, and knows some Russian.



Advertising section: Sergey Khokhlov (Russia)

Sergey is Mediacom's CEO in Russia and in the CIS. He has over 16 years' experience in creative and media agencies. He started his career in the agency Initiative, followed by Holding ADV in Russia, working with international brands such as Nestlé, Unilever, Wimm-Bill-Dann and Baltika. In 2002, Sergey

established his own agency, Made, which has won numerous international awards and operates to date.

Register today: www.forbes.lv/marketingsecrets

All information: Diana Steimane, conference manager, tel. +371-67383499, d.steimane@forbes.lv

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In cooperation
with  ADMIRAL
MARKETS

Gold sponsors:

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The conference is targeted at:

Estonian, Latvian and Lithuanian CEO's and TOP managers, interested in growing their business, entrepreneurs, marketing managers and advertising professionals, who want to learn why marketing mean business.

Selected Client References Stories Trout & Partners / Gustav Hafren and Jens Hansen.

ROLF

AN EXCELLENT COMPANY FOR EXCELLENT PEOPLE

into simple and straightforward company strategy recommendations. T&P's involvement with our top management helped to reconsider and reinforce the role of marketing in ROLF."

– Vasiliy Mostitsky, Marketing Director
Rolf Group, Russia



"During years 2000-2005, we worked with Trout & Partners to establish and implement the differentiating ideas of our retail chain brands. Over the years, Trout & Partners added significant value to our business, in particular by strengthening the understanding of our brands and their importance and how the differentiating idea should be reflected in all the activities of our business. All in all, we had an easy and successful co-operation."

– Seppo Hämäläinen, Senior Vice President
Suomen Lähikauppa

ALTIA

— YOUR 1ST CHOICE —

"Following a major acquisition, we developed a strategic marketing focus for Altia's brands business together with Trout & Partners. The new competitive strategy and the direction for the key brands will no doubt strengthen our leadership in the Baltic Sea region."

– Kari Lampinen, Senior Vice President
Altia Plc

Conference fees *:	Price:	
<input checked="" type="checkbox"/> Team package**: includes 3 + persons from one organization	Ls 180,—	Eur 257,—
<input checked="" type="checkbox"/> Individual attendance :	Ls 199,—	Eur 285,—

Special discount:
Forbes subscribers -15% on all offers

*Price doesn't include VAT. Lithuanian and Estonian companies are eligible for 0% VAT, if they are VAT Tax payers in their country.

** Price for one person.

Price includes: course materials, lunch, gala cocktail, Jack Trout book, individual questions to speakers.

Price does not include: hotel accommodation.

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• Places are limited •

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SPECIAL WEEKEND OFFER FOR ESTONIAN AND LITHUANIAN GUESTS

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spend a fantastic weekend in Riga

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Monika Centrum Hotels – a luxury hotel situated in a prestigious part of central Riga. A spirit of hospitality and elegance lingers at Monika Centrum Hotels, which opened its doors in December 2005. This luxurious and artistically designed hotel gives royal treatment to all its guests. Here, you will always feel at home.

Special price for Forbes Marketing Conference participants
EUR 59,- per night / single room incl. breakfast.

For booking please contact conference organizers:
Diana Steimane, Conference Manager, tel. +371-67383499,
d.steimane@forbes.lv

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