

WHAT'S IT WORTH? MEASURING MARKETING ROI

June 7, 2012 :: 1:00 – 2:30 pm 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 funding, marketing offices must measure the return on investment of their strategies and communicate their success in tangible ways.

This webcast will provide you with a step-by-step primer on how to measure the return on investment of your integrated marketing and branding initiatives. You will learn best practices for measuring ROI and review examples from other institutions. As part of this webcast, you will also receive a measurement template that can be adapted to your own institutional marketing and branding efforts.

LEARNING OUTCOME

After participating in this webcast, you will be able to identify a range of techniques and measures you can use to determine the productivity of your institution's marketing and branding programs.

WHO SHOULD ATTEND

This webcast is designed for institutional marketing and communications professionals at multiple levels. Vice presidents and directors of marketing as well as mid-level marketing professionals will benefit from this session.

AGENDA

- Defining ROI – beyond the buzzword
 - What should you be measuring and why?
 - How often should you measure and how?
- Understanding ROI and your institutional marketing budget
 - What is your institution actually spending on marketing?
 - How do you collect and compile budgetary information and analyze results?
- ROI metrics
 - Measurements you should use to track marketing productivity
 - Measurements you should use to compare marketing costs to marketing outcomes
 - How to use data to make recommendations and decisions
 - How to share data with colleagues

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 18 years of experience conducting marketing 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.

Learn proven methods to measure the return on your marketing and branding investments.



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?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

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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REGISTRATION FORM

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 May 31, 2012

- Single site connection: What's it Worth? Measuring Marketing ROI _____ \$350.00 USD
 Additional site connection _____ \$195.00 USD

(After May 31, 2012, 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-ROM recording of this session. Please send me the CD-ROM _____ \$175.00 USD
 Can't attend the live session? Please send me a CD-ROM recording of this webcast _____ \$350.00 USD
(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ _____

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

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____
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Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____
Additional Contact Title _____ Additional Contact Email _____

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We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Suite 800, Denver, CO 80237.

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Refunds will be issued only if cancellations are received in writing by March 30, 2012. A \$75 processing fee will be assessed. After March 30, 2012 a credit (less \$75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

