

## Marketing Insight

### Prosumerism and Social Business in a 2.0 World

*The incredible shrinking marcom expense line.*

*Customers co-creating products and services.*

*The rising power of brand communities and social graphs.*

*Mobility unleashing new forms of value creation.*

*The dynamic tension between the attention and intention economies.*

*Marketing is undergoing a fundamental transformation - are you ready to lead it?*

nGenera Insight offers a select number of forward-thinking organizations the opportunity to join us in identifying, understanding, shaping and applying new business strategies for the Collaborative Enterprise.

Our balanced agenda not only offers exposure to the frontier of emerging business and technological developments, but provides actionable suggestions to drive near-term results.

#### MARKETING INSIGHT FOCUS

Market strategy is center stage with social media, "prosumer" marketing, and branded communities. Leading brands have radically increased attention to social media. Young people who have "grown up digital" wield market share and shape demand in new ways.

Four trends frame the greatest opportunity for innovation, growth and competitive advantage for marketing leaders:

- **The rise of collaborative platforms** - how they provide new channels to customers and new options for market strategies.
- **Nexus economics** - a new economics punctuates the landscape of marketing. What is the true cost of market-ing in a 2.0 world?
- **Leading in the age of unbounded data** - the abundance of real-time information on customer preferences and behaviors drives better ROI and precision market tactics.
- **Digital identity revolution** - better and more trusted relationships with everyone in your market ecosystem.

Seizing breakthrough opportunities comes from knowing what works today and what will work tomorrow.

#### PROGRAM BENEFITS

Members pay an annual subscription for unlimited access to events, research, case studies - a full year's worth of compelling deliverables. Knowledgeable membership service teams and powerful collaborative technologies assure that your investment and our products and services yield return.

#### 2010 EVENTS

Two In-person All-member Summits

- Three-day cross disciplinary programs packed with panels, interviews, case studies, and the latest research.

Monthly Webinars

- Get the latest ideas via 60-minute interactive sessions with analysts and experts in an engaging "talk show" format.

Weekly Discussion Forums

- Each week, an expert poses a question for discussion in nGenera's private, online member community.

Daily Blogs

- An insightful collection of perspectives on our online Member's Community or on our award-winning *Wikinomics* blog - with over 15,000 readers per month.

Personal Briefings and Brainstorms

- At your request, our analysts and collaborators will deliver customized presentations on key investigation streams to your organization.

Reports, Analyses and Perspectives

- Delivered throughout the year.