Summit to Address Next Generation of Strategies Impacting Current and Future Marketing

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Summit to Address Next Generation of Strategies Impacting Current and Future Marketing and Advertising Trends
Fortune editor and author Geoffrey Colvin to join industry-leading experts in third annual Future of Information Summit?
FORT LAUDERDALE, Fla. â€“ December 28, 2005 â€“ Experian? Marketing Solutions and its Simmons Market Research division will host the third annual Future of Information Summit (FOIS) on January 19, 2006, at the Grand Hyatt Hotel in New York City.
This one-day event, produced in partnership with Advertising Age, gathers thought leaders, industry veterans and senior-level executives from todayâ€™s leading-edge companies, media firms and ad agencies. The summit will focus on next-generation strategies for making information assets actionable to achieve unparalleled customer insight, effective multichannel execution and measurable ROI.
FOIS will explore the value of customer insight and its impact on marketing strategies through a series of case study presentations and expert panel discussions focusing on the marketer/customer relationship.
Geoffrey Colvin, senior editor-at-large and columnist for Fortune magazine, and co-author of Angel Customers & Demon Customers: Discover Which is Which and Turbo-Charge Your Stock, will deliver a keynote address in which he will share his views on important topics such as the shareholder value imperative, the infotech revolution and other top business issues.
â€œThe Future of Information Summit gives leaders from across the marketing industry the chance to share their challenges and strategies in reaching their most receptive customers,â€• said Deborah Zuccarini, group president for Experian Marketing Solutions. â€œFOIS offers great opportunities for attendees to exchange ideas, share best practices and expand their professional networks.â€•
Sessions and panel discussions will include:
â€¢?MasterCard: MasterCard will speak to its Purchase ClustersTM solution, a targeting approach based on transaction and consumer research, to support marketing strategies for card issuers and retailers.
Speaker: Brad Furman, vice president and Global Solutions leader of MasterCard Advisors Commerce Intelligence Practice
â€¢?â€œFuture of Television:? What is it and how close are we today?â€•: An expert panel discussion exploring the latest strategies and improvements being developed to make television advertising more relevant. Participants will share their perspectives of the television advertising landscape and review the challenges and opportunities advertisers and marketers can expect, and what they can do to gain competitive advantage as new capabilities emerge.
Panelists:
o?Bob DeSena, managing director, Mars Direct
o?Tracey L. Scheppach, vice president/Video Innovation director, Starcom USA
o?Claudio Marcus, executive vice president, Visible World Inc.
o?Andrew Ward, vice president, Strategic Alliances, Comcast Spotlight
o?Scott Worthem, vice president and general manager, Addressable Media Solutions, Experian Marketing Services
â€¢?Scripps Networks: â€œHitting the Bullâ€™s-Eye: Delivering highly targeted audiences who are engaged, involved and impassioned.â€• Through this session, attendees will learn how Scripps Networks, the leader in Lifestyle Media, utilizes five years of research findings to evaluate advertiser effectiveness, message receptivity and audience behavior to pinpoint unique opportunities and important insights that allow its stakeholders to understand today's wired, connected and converged consumers.

Speaker: Michael Pardee, senior vice president of Research for Scripps Networks
â€¢?Luxottica: The global leader in eyewear explains its use of segmentation to differentiate its marketing for brands that would normally have similar demographic targets and marketing strategies, including LensCrafters and Pearle Vision. Attendees will learn how to make segmentation research actionable, to make strategic decisions about media messages and the creative process, and achieve targeted marketing.
Speaker: Miah Sullivan, senior manager of Media for Luxottica Retail
â€¢?Limited Brands: One of the nationâ€™s leading retailers will discuss marketing trends currently impacting the industry.?
Speaker: Jeannine Ralston, vice president, Insight Customer Marketing
For a complete list of speakers, sessions, descriptions and registration details include the post-event networking reception, please visit http://smrb.com/summit.html or call 212-863-4551.
About Simmons Market Research Bureau Simmons, an Experian Company, has been a leading chronicler of the American consumer for over 50 years. From the products that all Americans buy and the brands we prefer, to our Internet shopping behaviors, attitudes, lifestyles and media that we use. Simmons measures over 30,000 American consumers each year using statistically projectable samples. Simmons' samples include the largest representation of all Americans, including, Hispanic, African American, Asian and other consumers and are used by over 500 clients worldwide to provide the most complete picture available on America's consumers.
About Experian
Experian is the global leader in providing value-added information solutions to organizations and consumers. It has an

unrivaled understanding of individuals, markets and economies around the world. Experian provides information, analytics, decision-making solutions and processing services. It assists organizations in understanding their markets and customers and helps them find, develop and manage profitable customer relationships to make their businesses more profitable. Experian promotes greater financial health among consumers by enabling them to understand, manage and protect their personal information and helping them control financial aspects of key life events.
Experian works with more than 50,000 clients across diverse industries, including financial services, telecommunications, health care, insurance, retail and catalog, automotive, manufacturing, leisure, utilities, e-commerce, property and government. A subsidiary of GUS plc with headquarters in Nottingham, UK, and Costa Mesa, Calif., Experianâ€™s 12,000 people in 28 countries support clients in more than 60 countries.? Annual sales exceed $2.5 billion.
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