



Northwestern  
Kellogg  
School of Management

EXCELLENCE IN MARKETING:

# Agile, Digital and Customer Focused Marketing in 2022

VIRTUAL LEARNING PROGRAM

JULY 25-27, 2022



**FREE**  
FOR SNAC  
MEMBERS

# Overview

As part of SNAC's ongoing efforts to provide professional development opportunities to our members, we are pleased to once again partner with Kellogg School of Management at Northwestern University to bring you Elevating Marketing Excellence in Changing Times—a fully immersive, virtual program showcasing the next generation of marketing knowledge, skills and capabilities that will have the most impact on your organization's success. Based off attendee feedback, this year's program will focus on new perspectives of marketing, visual communication, and the power of prediction to drive business results. **This program is FREE for SNAC members.**

## Who Should Attend?

This program is designed exclusively for 50 SNAC Member company marketing and sales managers and directors who are inspired to elevate their skills to come out ahead in times of market disruption and change. This program will address three key areas:

- New Perspectives of Marketing
- Visual Communication
- The Power to Predict: Strengthening Your Insight Power



# Speakers



## Gregory Carpenter

Gregory Carpenter focuses on understanding how firms thrive by succeeding with consumers. Based on award-winning research, his recent book, *Resurgence: The Four Stages of Market-Focused Reinvention* (Palgrave Macmillan, 2014), examines how firms that face serious challenges create a more customer-focused culture and renewed success. Appearing in leading academic journals, such as *Journal of Marketing*, his research has been recognized by the The American Marketing Association with the William F. O'Dell Award. Carpenter's past and current clients include Carnival Corporation, Dow Chemical, Federal Reserve Bank, Government of Mexico, PepsiCo, Pfizer, Unilever, and more.

Carpenter teaches an elective in the MBA program, Marketing Luxury, and he is the academic director of two Kellogg executive programs: Kellogg's Chief Marketing Officer Program, which helps prepare executives for the challenging role of CMO, and The Customer-Focused Organization. He also co-chairs the Marketing Leadership Summit, bringing thought leaders together each fall to explore the future of marketing.

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## Kelly Cutler

Kelly Cutler is a lecturer and director of the Integrated Marketing Communications (IMC) Professional master's program. She is also the founder and CEO of her own digital strategy firm. Cutler brings more than 20 years of experience in digital marketing to Medill. Prior to founding her own company, she co-founded and led a Chicago-based search engine marketing firm for 11 years. Over the years, she has provided digital marketing and innovative solutions for companies including Johns Hopkins, NorthShore University HealthSystem, Hub international, the Los Angeles Film Festival, HelloWorld and Ryland Homes.

Cutler's classes offer students hands-on experience with researching, utilizing and measuring cutting-edge digital marketing strategies and tactics. Through her classes, students explore various case studies and experience the invaluable knowledge of prominent guest speakers in the expansive digital professional community, encompassing agency, client, adtech and measurement.

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## Gina Fong

Gina Fong is a consumer anthropologist and the principal at Fong Insight, a marketing consulting firm based in Chicago, Illinois. She integrates creative problem solving, engaging storytelling, and analytical moderating to help her clients develop game-changing strategies for their business challenges. Gina brings the consumer to life within an organization, helping teams channel consumer insight to surprise and delight their audience across the entire consumer journey. She works with a variety of clients around the world, ranging from Fortune 500 companies to entrepreneurs, small business owners and start-ups.

Gina teaches, lectures and coaches in the US and internationally on the principles of consumer-centric marketing and is an Adjunct Lecturer at the Kellogg School of Management at Northwestern University.

# Schedule

Monday, July 25 | 12:30 – 4:30 PM ET

## SESSION 1

### **New Perspectives of Marketing**

**Greg Carpenter**

A foundation of marketing is that customers know what they want and choose rationally to obtain it. Mounting evidence suggests that customers are much less sophisticated and, at the same time, much more complex. This session will present an emerging view of customers and how it may challenge fundamental aspects of traditional marketing.

Tuesday, July 26 | 1:00 – 4:30 PM ET

## SESSION 2

### **Visual Communication**

**Kelly Cutler**

Today's digital world is flooded with visual communication and marketers can benefit greatly from understanding how people perceive messages and the application of creative approaches. In this session we'll explore visual thinking, information design, and storytelling and apply this knowledge to create improved business communication including brand identity, presentations, advertisements, and data visualizations. Participants will leave with key concepts and tools for effective visual communication and meaningful storytelling through advertisements, presentations and more. (No designer experience required!)

Wednesday, July 27 | 1:00 – 4:30 PM ET

## SESSION 3

### **The Power to Predict: Strengthening Your Insight Muscle**

**Gina Fong**

This highly interactive, collaborative, and actionable session teaches participants how to distinguish insight from data and condense it in a way that can help marketers anticipate customers' actions and drive business results. Through a series of exercises and case studies participants will develop a framework for discerning and distilling insight in a way that creates a deeper understanding of their customers.

## Program Will Include:

- ◆ Pre-work: Complete participant profile—tell us about yourself, your experience, and what you hope to learn
- ◆ Pre-reads: Professors will provide a limited amount of reading material to review prior to start of program
- ◆ Certificate of completion

## Register:

The program has a very limited capacity of 50 participants. SNAC Business Members may register up to (2) participants, and SNAC Associate Members may register (1) participant—all others will be placed on a waiting list.

Since there is limited availability, to register, you must commit to participating in the entire program, all three afternoons, with your camera on to fully participate. Certificates will not be granted to anyone not able to participate 100%. We are cognizant that this program will run during the workday and request you block your calendar and turn your out of office on during that time.

**Request Registration:** Please contact both Christina Briones at [cbriones@snacintl.org](mailto:cbriones@snacintl.org) and Nick Kulis at [nkulis@snacintl.org](mailto:nkulis@snacintl.org) to indicate your interest in participating and include your name, company, title, address, and phone number.

Please note that registration requests are not guaranteed until an approved confirmation of event registration is sent. When requesting registration for this program, you acknowledge that you have read, understand, and agree to the policies outlined above.

**Registration Deadline: Wednesday, June 29**

Thank you to our Diamond Sponsors!

