



Northwestern  
**Kellogg**  
School of Management

EXCELLENCE IN MARKETING:

# Customer Insights, Collaboration and Effective Visual Storytelling 2023

VIRTUAL LEARNING PROGRAM  
JULY 17-19, 2023



**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:

- Honoring Your Customers; Differences
- Negotiations and Win-Win Collaboration
- Telling Stories with Data Visualization



# Speakers



## 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.

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## Steven L. Franconeri

Steven Franconeri is leading scientist, teacher, and speaker on visual thinking, visual communication, and the psychology of data visualization. He is a Professor of Psychology in the Weinberg College of Arts & Sciences at Northwestern, Director of the Northwestern Cognitive Science Program, as well as a Kellogg Professor of Management & Organizations by Courtesy. He is the director of the Visual Thinking Laboratory, where a team of researchers explore how leveraging the visual system – the largest single system in your brain – can help people think, remember, and communicate more efficiently.

His undergraduate training was in computer science and cognitive science at Rutgers University, followed by a Ph.D. in Experimental Psychology from Harvard University, and postdoctoral research at the University of British Columbia. His work on both Cognitive Science and Data Visualization has been funded by the National Science Foundation, as well as the Department of Education, and the Department of Defense. He has received a prestigious National Science Foundation CAREER award, given to researchers who combine excellent research with outstanding teaching, and he has received a Psychonomic Society Early Career award for his research on visual thinking.

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## Leigh Thompson

Leigh Thompson is the J. Jay Gerber Distinguished Professor of Dispute Resolution and Organizations at the Kellogg School of Management, Northwestern University. An acclaimed researcher, author, and speaker, Thompson's research focuses on negotiation, creativity, and teamwork.

Thompson's books include: *Negotiating the Sweet Spot: The Art of Leaving Nothing on the Table*, *Creative Conspiracy: The New Rules of Breakthrough Collaboration*, *Making the Team*, *The Mind and Heart of the Negotiator*, *The Truth about Negotiations* and *Stop Spending, Start Managing*.

Thompson directs several executive education programs, including: Leading High-Impact Teams, High Performance Negotiation Skills, Constructive Collaboration, Negotiating in a Virtual World, and Creativity as Competitive Edge: Inspiration, Ideation and Implementation. Thompson has created several publicly available teaching videos: Negotiation 101, Teamwork 101, High Performance Collaboration: Leadership, Teamwork, and Negotiation (MOOC series with Coursera), as well as, Is Your Team Slacking?, Managing Virtual Teams, High-Performance Negotiation Skills for Women, and How Brainwriting can Neutralize the Loudmouths.

# Schedule

Monday, July 17 | 12:30 – 4:30 PM ET

## SESSION 1

### **Honoring Your Customers' Differences**

*presented by Gina Fong*

In this session we'll explore how to define your customers by following their money, i.e., which behaviors are most relevant and productive for your business. We'll also learn how to segment your customers to distill true insight so you can surprise and delight them in meaningful ways.

Tuesday, July 18 | 12:30 – 4:30 PM ET

## SESSION 2

### **Negotiations and Win-Win Collaboration**

*presented by Leigh Thompson*

Well-designed collaboration powers value creation and sparks creativity. In this intensely interactive session, participants learn the conditions and competencies that foster highly productive collaboration at the individual, team, and organizational levels and how to build and sustain these in their company and its people. At the individual level, they will explore collaboration styles, behaviors, and approaches for working with business partners, colleagues, competitors, and customers. At the team level, they will examine the multiple interests and perspectives that challenge effective collaboration.

Organizationally, they'll learn the conditions for successful collaboration in joint ventures, mergers, and alliances, as well as interdepartmental and cross-departmental initiatives. The goal is to improve conflict management skills in complex collaborations and increase confidence.

Wednesday, July 19 12:30 – 4:30 PM ET

## SESSION 3

### **Telling Stories with Data Visualization**

*presented by Steve Franconeri*

Your story – an argument, solution, or a pitch – relies on solid data. Using the latest research in data visualization and visual perception, this workshop will combine an overview of design techniques with hands-on exercises to illustrate how to tell clear stories from your data to upward and outward audiences of varied technical and topical expertise. Hear about research that helps us understand and harness the limits of our visual system and how it can be translated into practical terms to help you design better graphs and dashboards.



## 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

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## 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: Friday, June 30, 2023**

**Thank you to our Diamond Sponsors!**