

# From the Board Room to the War Room and Back: Symposium on Media and Marketing in Business and Politics

Northwestern University Media Management Center • Kellogg School of Management

**Wednesday, May 7th, 2008**  
**Kellogg School of Management, Chicago campus**

As long as companies have courted customers and electoral campaigns have wooed voters, the corporate and political sectors have shared the all-important objective of developing effective marketing and messaging. Each has commonalities to the other in the strategies and tactics used to achieve these objectives, yet each also tends to do certain things more successfully.

In the midst of the radical changes occurring today in the way people consume information, and in the heat of one of the most compelling US Presidential Elections in modern history, this symposium brings together a diverse group to discuss the state of the art.

From the classroom to the trenches, from Madison Avenue to Pennsylvania Avenue, this invitation-only event aims to achieve a dynamic cross-pollination of ideas and best practices.

**This event will address questions such as:**

- What can political organizations learn from exemplars in corporate consumer marketing and media strategy?
- Which best practices can the private sector emulate from voter outreach efforts of top electoral campaigns?
- What cutting edge approaches can be applied from the following areas?
  - Consumer Insight
  - Branding
  - Grassroots Campaigning
  - Viral Marketing
  - Campaign Performance Measurement
  - Reputation Management
- How has the emergence of new media impacted consumption behaviors, and what messaging strategies are most effective in the face of these changes?
- What is hype, what is real?

**Who should attend?**

- Corporate marketers
- Public relations professionals
- Political campaign staffers
- Political bloggers and evangelists
- News media representatives
- Academics and students with research interests in corporate and political marketing

**Why attend?**

- Keynotes from leading-edge academics and industry professionals
- Interactive panel-discussions
- Unique, multi-disciplinary scope
- Diverse, invitation-only audience
- Opportunities to network with thought leaders and practitioners
- Relevance and timeliness amidst ongoing US Presidential Election and digital media 'revolution'

**Please note that admission to this symposium is by invitation only and FREE with your RSVP.**

**RSVP: Sheri Donaldson, [sherid@northwestern.edu](mailto:sherid@northwestern.edu), 847-467-7691**

**Featured Presenters:**



**Rick Murray**

As President of Edelman Digital, Rick helps Edelman's account teams execute their PR-centric campaigns--providing clients with integrated programs. Rick oversees the development of Edelman's interactive design, media and events, and their street marketing group, "Edelman On the Go."

Prior to this, Rick directed Edelman's various creative business units (design, production, interactive services and brand experiences), while also spearheading the development of its word of mouth marketing offering. His principal areas of expertise include: brand identity, positioning and strategy; integrated marketing communications; and non-traditional marketing in both traditional and emerging channels.



**David Rabjohns**

David is president and founder of MotiveQuest, a marketing consultancy specializing in online consumer dialogue. Prior to MotiveQuest, David served as EVP, brand strategy director, at Leo Burnett Chicago, and in marketing and strategy positions at IBM (U.K.), PepsiCo (Australia), Saatchi & Saatchi (U.K.) and for over 20 years.



**Arvind Rajan**

The Chairman of Grassroots Enterprise, Arvind previously served as the firm's President and CEO. During that time, he successfully implemented pioneering online and offline grassroots and public affairs strategies for Fortune 100 corporations, trade associations and nonprofit organizations. Before joining Grassroots Enterprise, Arvind held a wide range of leadership positions in emerging growth companies. As Vice President of Marketing and Business Development for Solectria Corporation, he spearheaded the company's growth from four employees in a garage to one of the world's leading developers of electric and hybrid transportation technologies. He also worked as Director of Business Development for Warpspeed Communications, and developed new business opportunities in Europe and Asia for BCN Data Systems, a Bechtel joint venture company. Arvind began his career with the Boston Consulting Group, a global strategic consulting firm.



**Daniel Diermeier**

Prof. Diermeier's teaching and research focuses on integrated strategy, the interaction of business and politics, crisis leadership, reputation management and strategic aspects of corporate social responsibility. His work has been featured globally in numerous media outlets such as the *Wall Street Journal*, the *Economist*, the *Chicago Tribune*, and *De Telegraaf*. He has lectured globally on crisis and reputation management, integrated strategy, activists and consumer boycotts, political strategy and regulatory management. He has also led workshops and customized programs in many fields, including financial services, media management, regulatory management, security management, and transportation management. He has received numerous teaching awards including the prestigious L.G. Lavengood Professor of the Year Award (Kellogg School of Management, 2001). In 2007 he was the recipient of the prestigious Faculty Pioneer awarded by the Aspen Institute.

## Agenda

**Where: Kellogg School of Management, Chicago Campus**

**When: Wednesday, May 7th, 2008**

8:00 – 8:45	Check-in and Breakfast
8:45 – 9:00	Introduction and Opening Remarks
9:00 – 9:20	Keynote I: Consumer Insight & Branding
9:20 – 10:20	Discussion I: Understanding consumers/voters and establishing the right brand through traditional and new media
10:20 – 10:35	Coffee Break
10:35 – 10:55	Keynote II: Leveraging Networks
10:55 – 11:55	Discussion II: Grassroots campaigning, word of mouth, viral marketing and other network strategies
11:55 – 12:55	Lunch
12:55 – 1:15	Keynote III: Analytical Approaches to Campaign & Reputation Management
1:15 – 2:15	Discussion III: 'Uncontrolled' Media – Managing the press and other non-captive media to preserve brand association and image
2:15 – 2:20	Closing Remarks