

What's the Measure of a **Marketing Program**?

ROMI*

SEMINAR AGENDA

Measuring **Return On Marketing Investment*** Through Marketing Automation

THURSDAY, APRIL 16, 2015
8:00-10:00 A.M.
LEXUS CLUB, PNC PARK

- | | |
|-----------------|--|
| 7:30-8:00 A.M. | Registration & Continental Breakfast |
| 8:00-8:05 A.M. | Opening Remarks and Introductions
Bill Flanagan, EVP, Corporate Relations
Allegheny Conference on Community Development |
| 8:05-8:35 A.M. | Keynote Address
Sean Dazet, Principal Partner Strategist, HubSpot |
| 8:35-8:40 A.M. | ROMI: An Overview
Arnie Begler, Principal, Pipitone Group |
| 8:40-9:00 A.M. | <i>Defining the Business/Marketing Challenge</i>
Frank Schiffman, Senior Market Manager, Axiall Corporation |
| 9:00-9:20 A.M. | <i>Measurement of Baseline Metrics</i>
Leah Moore, Digital Marketing Manager, Pipitone Group |
| 9:20-9:40 A.M. | <i>The Solution and ROMI</i>
Scott Pipitone, President & CEO, Pipitone Group |
| 9:40-10:00 A.M. | Q&A and Panel Discussion
Moderators: Bill Flanagan and Arnie Begler |