

The new CMO mandate: Innovate, capitalize or scale back ?

THE *MARKETING* EXECUTIVE CIRCLE

~ Belgium's premier CMO think-tank since 2007 ~

The Marketing Executive Circle is Belgium's most exclusive platform for CMOs and Senior Marketing Managers from B2C and B2B environments. You are kindly invited to join the next think tank session and take part to a very high level debate and experience sharing on:

THE NEW CMO MANDATE IN A WORLD OF PARADOXES

Understanding the evolving role, responsibility and accountability of the CMO

on Wednesday 07 December 2011 at 17.30
VIP Lounge of l'Auberge de Boendael, 1050 Brussels

With the financial crisis and recession bells resonating once again in business minds, CMOs are facing a more varied agenda and set of responsibilities than ever before. In just a couple of months, the whole business has never been more demanding towards marketing for boosting demand generation, energizing distribution channels, accelerating innovation and maximizing customer experience. As a result, today the CMO is particularly influential to drive business transformation and strategic investments, but so is the challenge within the constraints of strict budgets, frozen resources, short-term priorities and requirements for immediate results. For most CMOs, the mandate clearly turns into optimisation, innovation and creativity from 4 standpoints: customer, processes, technology, and risk management.

This session will be introduced by a top-executive panel discussion aimed at confronting the views, experiences and opinions on the new CMO mandate from:

- **Patrick Kindt, General Manager Marketing, KBC Group**
- **Yves Carbonnelle, Marketing Director, Generali**
- **Grégory Berleur, Marketing Director Waters Benelux, Danone**

The think-tank debate afterwards will address, among others:

- > **Balancing marketing complexity, innovation, cost containment and short term results**
- > **Assessing the right marketing scenario for optimal business value**
- > **Adapting the new CMO's role in the C-suite**
- > **Setting up an adaptive marketing organisation**
- > **The evolving role of the CMO beyond marketing**

Agenda of the session:

- 17.00: Welcome & Coffee
- 17.30: Introduction & Panel
Think-Tank Debate
- 19.30: Cocktail followed by Executive Dinner and roundtable discussions
- 21.15: End of the Session



Practical Information

The Marketing Executive Circle provides the country's most exclusive environment to meet and interact face-to-face with the foremost and inspiring B2B and B2C marketing personalities in Belgium. Voluntarily limited to a small and drastically selected group, and accessible upon personal invitation only, its exclusive concept creates and maintains an unparalleled level of effectiveness, interaction and knowledge sharing.

Our sessions take place in prestigious locations offering comfortable meeting facilities, easy access and ease of parking.

> **Venue**

VIP Lounge of L'Auberge de Boendael, Oude Lindesquare 12 Square du Vieux Tilleul, 1050 Brussels (Elsene/Ixelles). Easy parking facilities in the immediate surroundings.

> **Language**

English, Dutch or French, at participants' best convenience.

> **Admittance and conditions**

Participation fee is 105 Euro + VAT. Attendance is accepted by personal invitation only and upon the first registered – first confirmed rule.

> **Registration**

Please complete the registration form below and return it by either fax or post to The Marketing Executive Circle, av. Antoinette Herlin 5, 1310 La Hulpe. Tel/Fax: 02-672 37 72 – Email: info@marketingexecutivecircle.com



Registration Form

Name, First name:

Position: Company:

Email: Tel:

VAT: Purchase order n° :

Invoicing address:

Please register me for the session of the Marketing Executive Circle on Wednesday 07 December 2011 : The new CMO mandate in a world of paradoxes

➔ I will stay for the Executive Dinner : yes no

An invoice will be sent after receipt of your registration. The full fee is due in case of no show or cancellation that is not notified at least 48 hours before the session. Delegates may exceptionally attend providing that they demonstrate a senior marketing management position and with prior approval from the Executive Committee of the Marketing Executive Circle.

In collaboration with :

