

Associate Membership

Another level

Anthony Thomson introduces Associate Membership, a new level of membership from The Financial Services Forum.

When The Financial Services Forum first began in July 2000, we established our selection criteria – members had to be responsible for, or directly influence, their organisation's marketing strategy. That same criteria still applies today.

In the intervening six and a half years, the Forum has grown to over 300 members, comprising CEOs, directors of marketing, distribution, strategy, brand, HR and finance. Our agenda has expanded from around eight annual events a year to around 60 events. Most of that increase has come in Special Interest Group events, allowing members to address the specific issues that face them in their sector or discipline. Members can now choose to belong to one of twelve Special Interest Groups.

Our events, our website with its substantial archive and sophisticated search engine, our research and *Argent*, the journal of the Forum, are all designed to help our members improve their strategic marketing effectiveness.

However, our members have said to us that getting the marketing strategy right is only half of the equation. It is equally important to ensure that the strategy is being effectively delivered.

Based on this feedback and following research among our members (and in some cases their marketing team as well) we have now launched Associate Membership of the Forum, aimed at those marketers who are directly responsible for the delivery and implementation of their organisation's marketing strategy. Typically, Associate Membership is aimed at current Financial Services Forum members' direct reports.

The objective of Associate Membership is two-fold. First, to help them improve their experience and expertise and thereby, improve marketing effectiveness. Second, to help them better understand and respond to the strategic marketing issues affecting the industry and their company.

Associate Membership offers six bi-monthly half-day events designed to improve effectiveness across a range of issues impacting on the current financial services marketing agenda. Each event focuses on an area of marketing and addresses the specific (and often unique) issues and challenges within financial services.

Events typically run for about four hours and involve a series of speaker presentations, debate, a case study and networking opportunities. The speakers include senior financial services executives, academics and marketing specialists, all chosen because they are expert in their field.

The agenda for the first three events has now been developed. The first of these, to be held on November 15th 2006, focuses on marketing effectiveness – measuring and maximising your marketing ROI. The second, on the 17th January 2007, is based around marketing effectiveness in an increasingly digital age and the third event (7th March 2007) is concerned with customer loyalty and building a truly customer-centric brand. We believe, and our research confirms, these to be among the most important topics relative to implementing a successful marketing strategy.

The next three events are presently being developed in conjunction with member and Associate Member feedback.

As well as the events, Associate Members also have online access to *Argent* and the Knowledge Centre contained on our website.

The Forum Knowledge Centre which resides on our new website, provides access to over six years of Forum presentations, over 500 *Argent* articles, research, advertising and marketing statistics, and other material. Additionally, Associate Members can view forthcoming

events, and then make or amend their bookings online.

There are two ways to become an Associate Member. Membership will be extended to all applicants nominated by an existing member of The Financial Services Forum. Typically, this will be the members' direct reports or managers or heads of function, with marketing responsibility, from other areas or departments of the members' organisation. We are also happy for candidates who meet the criteria for Associate Membership to apply direct. However, their application is subject to approval by the Advisory Board.

As with full membership, applicants must work for a financial services company, so excludes vendors, consultants or agencies.

We believe that Associate Membership provides a valuable opportunity for our members to ensure their marketing team are armed with the knowledge and expertise which will allow them to deliver more effectively their company's marketing strategy. In this way, Associate Membership is an important addition to the services offered by The Financial Services Forum and helps to reinforce our core message of providing an independent, stimulating environment to help our members improve their individual and corporate marketing effectiveness.

If you are interested in nominating any members of your team, the annual fee for Associate Membership is £750 (plus VAT) per person and includes attendance at all of the six, half-day events, on-line access to *Argent* and to the Forum online knowledge centre.

Further information can be obtained from Vahe Vartanian, Marketing Manager on 0207 449 9000 or at vv@theforum.co.uk

Marketing effectiveness – measuring and maximising your marketing ROI

‘Half the money I spend on advertising is wasted; the trouble is I don’t know which half.’ John Wanamaker (1838-1922)

The most famous quote in marketing history is as relevant to today’s marketing departments as it was when first aired over a century ago. And although modern marketing is about so much more than just advertising, the sentiment at the heart of the quote is still very pertinent.

In today’s modern financial services market, marketing departments simply cannot afford fiscal ignorance. Marketing Directors are held accountable by their CEOs and CFOs for the value of every pound spent in either attracting or retaining customers. That’s why the first event of our new Associate Membership Forum focuses on the subject of marketing effectiveness through the measurement and maximisation of ROI. And that’s why we’ve attracted some of the leading specialists in this area to speak on the subject:

13.00 – 13.30 Arrival and registration with lunch	
13.30 – 13.45 Welcome and Introduction Mike Tildesley Marketing Director, Direct Line and Chairman of The Financial Services Forum Advisory Board Anthony Thomson Chief Executive of The Financial Services Forum	Mike, welcomes attendees to the very first meeting of the Associate Membership Forum. Anthony, Chairman of today’s event, introduces the agenda and speakers and also outlines the desired outcomes of the day and Associate Membership as a whole.
13.45 – 14.30 Session 1. Modelling ROI Sam Dias Managing Director, OMD Metrics	Building an econometric model to determine what works and what doesn’t; arriving at your optimal level of spend, in aggregate and by medium; measuring the efficiency and effectiveness of your strategic and tactical marketing activities; calculating the ROI at strategic (customer) and tactical (mix) levels. <i>As a Director of OMD Metrics, Sam is responsible for the econometric and marketing evaluation of some of the largest corporations in the UK and world-wide. He is a frequent conference speaker and contributor to business and financial publications on the subject of marketing evaluation.</i>
14.30 – 15.15 Session 2. Marketing Metrics Christine Ennew Dean, Faculty of Law & Social Sciences, Nottingham University Business School and Professor of Marketing	In this session, Christine shows you how to align your marketing metrics with your business KPI’s, linking marketing activity directly to business performance.
15.15 – 15.45 Coffee Break	
15.45 – 16.30 Session 3. Media Auditing Andy Pearch Billetts Media Audits	Using robust and comprehensive benchmarking to improve marketing efficiency and the effectiveness of your total media budget; using diagnostic tools and media effectiveness research to spot trends and opportunities ahead of the market; integrating cost and quality measures into an overall measure of media value.
16.30 – 17.15 Session 4. Media Neutral Planning Abba Newbery Universal McCann	Ensuring your marketing spend is allocated effectively when pursuing a multi-media strategy; planning media from a zero-based start point, taking into account target market, competitors and innovation; developing an ongoing process of reviewing new media opportunities; achieving an integrated marcomms plan.
17.15 – 17.45 Coffee Break	
17.45 – 18.30 Session 5. Case Study	An award-winning entry from The Financial Services Forum Marketing Effectiveness Awards showing you how measuring and maximising ROI works in practice and can make a difference.
18.30 Close and drinks	An opportunity to network with your fellow Associate Members over a glass of wine or refreshment.