

7th Marketing Directors Forum
on **MARKETING ACCOUNTABILITY**

12/11/2009
Athens, Greece

At last, there are ways
to diagnose which 50%
of a budget is wasted

Unique research findings on holistic
marketing mix measurement
and management

Leading academics and
practitioners on marketing
at its most measurable

INDUSTRIAL STANDARDS

<http://www.marketingaccountability.gr/en>

MALCOLM McDONALD

Professor of Marketing at Cranfield, Henley, Warwick, Aston and Bradford Business Schools, president of six companies and Deputy Director of Cranfield School of Management



KEYNOTE SPEAKERS



TIM AMBLER

Senior Research Fellow, London Business School and former Joint Managing Director of IDV (now Diageo plc), responsible for the international development of Smirnoff

TOP INTERNATIONAL SPEAKERS



DAVID HAIGH

Founder & CEO, Brand Finance plc. the largest brand valuation company globally, and former head of Interbrand's brand valuation practice



RORY MORGAN

Marketing Consultant (formerly Global Projects Director, Research International)



NIGEL HOLLIS

Executive Vice President, Chief Global Analyst, Millward Brown and author of the best seller The Global Brand



OSCAR JAMHOURI

CEO, Integration Group of Companies



PETER FIELD

Consultant, responsible for setting up IPAs DataBANK of effectiveness and author of Marketing in the Era of Accountability

REGISTER BY **09/10/2009** AND SAVE! • 1st registration: ~~475~~ 425 € • 2nd+ registration: ~~425~~ 375 €

(The above prices do not include V.A.T 19%)

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Registration Form

Register now by filling in this form and returning it via fax to +30 210 661 7778
 or visit <http://www.marketingaccountability.gr/register>

Participation cost

EARLY BIRD UNTIL 9/10/2009

FROM 10/10/2009 ONWARDS

1st registration: 425 € 2nd + registration 375 € 1st registration: 475 € 2nd + registration: 425 €

The above prices do not include V.A.T 19%

Delegate(s) details

1. NAME/SURNAME TITLE:
 E-MAIL

2. NAME/SURNAME TITLE:
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5. NAME/SURNAME TITLE:
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I wish to receive a certificate of attendance in pdf format at the above email address

Company details

COMPANY NAME:

ADDRESS: CITY/STATE: ZIP:

TEL.: FAX:

SIGNATURE: DATE:

Payment method

1. Via bank transfer to either of the following accounts

EUROBANK: IBAN: GR1002600530000740200168594 **ALPHA BANK:** IBAN: GR86 0140-1840-1840-023200-01039
 BIC: EFGBGRAA BIC: GRBAGRAAXX

Upon completion of the money transfer please fax the receipt along with this registration form to +30 210 6617778

2. Payment through credit card:

VISA MASTERCARD SUM: €

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CREDIT CARD NO: / / / EXPIRATION DATE: /

SIGNATURE:

- All participations must be paid in advance
- All cancellations must be notified no later than 2/11/09; otherwise a penalty of 50% of the initial cost will be applied
- In case of non-attendance without prior written confirmation up until 11/10/09, the delegate is not entitled to refund