

**12th Annual ISM Services Conference
December 1, 2011**

Roundtable Notes

Marketing/Advertising

Challenges

1. Getting real cooperation to partner.
2. Understanding the marketing space.
3. Clear scope of work and accountability on our side.
4. Print tools.
5. Measurement of TV.
6. Commission rate benchmarks.
7. Different buying models.

Solutions/Ideas

1. Build rapport and credibility over time. Ask what they would like help with.
2. ANA, AAAA, Corp Executive Board.
3. Forms, KPIs, cycle time measurement.
4. Pre-qualified supplier.
5. Ask supplies, check with media buyers.
6. Firm specialists to benchmark.