



Marketing Solutions Lab



August 16, 2009
3:15 - 4:30

Charlie Jones, VP, MARCOM & Membership,
Heart Rhythm Society

Scott Oser, President, Scott Oser Associates

www.asaecenter.org

Connecting Great Ideas and Great People

Session Goal

Help each other to solve (or at least determine an approach and resources for) as many of your marketing challenges as possible in the following areas:

- Direct Mail
- Media/PR
- Research and Data Analysis
- Social Media
- Web/Online & Email



Lab Instructions

1. Look for topic signs on the tables around the room.
2. Go to the table with the topic of your choice.
3. Briefly define your problem for the group.
4. Next, move to another table of your choice or stay and talk more.



Roles and Responsibilities

- Subject matter experts
 - Keep discussion moving.
 - Make sure that one challenge does not monopolize entire time period, unless the group wants it to.
 - Add expertise and insight as needed.
 - Be an available resource for follow up.
- All of you
 - Go to table of need, not to the popular choice.
 - Participate actively and share your insights.
 - Be considerate of time and of other people.
 - Hustle when switching tables.



Subject Matter Experts

- Direct Mail
 - Catherine Lincoln, American Academy of Otolaryngology
- Media/PR
 - Jane Barwis, BRG
- Research and Data Analysis
 - Kevin Whorton, Whorton Marketing & Research
- Social Media
 - Connie Paradise, AIHA
- Web/Online & Email
 - David Delorenzo, NACUBO



Let's meet one another

- Find a partner and briefly introduce yourself if you haven't already.
- Face the other person and hold out your right hand and curl in your fingers with your thumb up.
- Thumb wrestle for 1 minute.
- Track the number of times you pin the other person because.....



Any Lessons Learned?

- You can do better working together as opposed to always going for the win.
- People around you can help make your job easier.



Time to table hop...(15 min each)

Go find your solutions!



Subject Matter Experts Report Out

- Most frequent challenges?
- Innovative approaches or solutions?



Contact Information

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