



Call for 2009 CTAM Summit Speakers

Deadline for Submitting a Speaker: Wednesday, July 1, 2009

CTAM is looking for speaker submissions for the 2009 CTAM Summit, October 25-27th at the Colorado Convention Center in Denver. This year as part of the Fall Connection week, the Summit will gather professionals who have an interest in cable to share ideas, gain knowledge and think differently about marketing and technology-based products. This is a must-attend industry event. CTAM is seeking speaker submissions for the 2009 Summit focusing on the following areas:

Advanced Advertising

- Enhancing the consumer experience
- What is actionable right now with Advanced Advertising
- Defining the opportunities
- Marketing Advanced Advertising back to 5th Avenue

Business Services Marketing

- Traditional residential marketing vs. B2B marketing
- Best practices and steps to avoid
- Database development
- The Offer
- Key messaging
- Creative

Consumer Marketing/Affiliate Sales & Marketing

- 360° of Engagement
- Measurement
- Following and forecasting consumer behavior in a converged world
- Technology/device-driven vs. consumer-driven
- Broadband video as a promotional marketing tool
- Monetizing the platforms – is it a dual revenue stream?
- Keeping customers brand loyal when content is fragmented

MSO Marketing

- Effective marketing in a competitive environment
- How to grow market share and stimulate loyalty
- Scientific approaches to marketing
- Applying advanced advertising technology

MSO Product Management

- Transitioning from the “big pipe” to marketing applications
- Mobile models
- Role of the UI in the future
- Connecting to the consumer through cross-platform
- Maintain the staying power of your brand
- Unifying the consumer experience across technology
- Key buzzwords technologies and what marketers need to know
- Consumer impact and opportunity of technologies

Speaker Criteria

CTAM is looking for speakers, either from within the industry or from outside the industry, who:

- Are senior-level executives with the ability to offer different perspectives and relevant insight into any of the possible topical areas listed above;
- Are “experts” in their given field;
- Have the ability to provide real world examples and to posit actionable information; and
- Will provide information WITHOUT selling or pitching their products or company.

Important Notes

- Because CTAM is a non-profit, non-commercial educational association, it is our policy that all industry speakers are expected to register and pay for the conference.
- All educational sessions are non-commercial. Translation: NO SALES PITCHES, please.
- CTAM does not pay honorariums or speaker fees to panelists or moderators.
- CTAM does not cover travel and expense costs for speakers.
- Due to the large quantity of speaker submissions received at CTAM, CTAM cannot guarantee speaker placement.
- CTAM will confirm receipt of your speaker proposal and will contact you ONLY if further information is required or if your submission is selected.

Questions:

Contact Kelly Gordon, CTAM's Director of Program Planning at Kelly@ctam.com or at 703.837.6568.

To submit your speaker proposal form, please complete the form on our web site. Deadline for submission consideration is **Wednesday, July 1, 2009**.