

# What's the Measure of a **Marketing Program**?

# ROMI\*

## SEMINAR AGENDA

## Measuring **Return On Marketing Investment**\* Through Marketing Automation

**THURSDAY, APRIL 16, 2015**

**8:00–10:00 A.M.**

**LEXUS CLUB, PNC PARK**

7:30–8:00 A.M.

**Registration & Continental Breakfast**

8:00–8:05 A.M.

**Opening Remarks and Introductions**

Bill Flanagan, EVP, Corporate Relations  
Allegheny Conference on Community Development

8:05–8:35 A.M.

**Keynote Address**

Sean Dazet, Principal Partner Strategist, HubSpot

8:35–8:40 A.M.

**ROMI: An Overview**

Arnie Begler, Principal, Pipitone Group

8:40–9:00 A.M.

*Defining the Business/Marketing Challenge*

Frank Schiffman, Senior Market Manager, Axiall Corporation

9:00–9:20 A.M.

*Measurement of Baseline Metrics*

Leah Moore, Digital Marketing Manager, Pipitone Group

9:20–9:40 A.M.

*The Solution and ROMI*

Scott Pipitone, President & CEO, Pipitone Group

9:40–10:00 A.M.

**Q&A and Panel Discussion**

Moderators: Bill Flanagan and Arnie Begler