

Presents.....

Managing Customers Through Economic Cycles

Wed. Nov. 4, 2009
7:30 pm

James L. Allen Center
Tribune Auditorium
2169 Campus Drive, Evanston



John McKean
Best Selling Author &
Executive Director, Center for
Information Based Competition

John McKean is a best selling author and Executive Director of the Center for Information Based Competition. Mr. McKean will offer valuable insights on how companies can optimize their business's marketing and sales approaches to survive and thrive in each economic cycle and transition.

The talk will provide strategies and tactics utilized by top Fortune 500 organizations and small innovative businesses to effectively address distinct customer opportunities, challenges and risks created as customers transition through economic cycles including:

- ❖ Marrying data-driven analytics with consumer insight
- ❖ Investing in service and innovation
- ❖ Tuning marketing campaigns to economic-specific consumer/business sensitivities
- ❖ Optimizing the customer's value proposition
- ❖ Unleashing the unique power of the Internet and related technologies to stay relevant to customers needs

BIO: John McKean's experience spans 20 years of operational success in sales, marketing and service in both private and public sectors. His goal is to inspire new levels of customer awareness and effectiveness through fact-based insights and a passion for customer excellence. John McKean's real world customer work is balanced with the academic rigors of guest lecturing at MIT Sloan Graduate School and postgraduate work at Harvard University and Georgetown University.

This event is sponsored by the Northwestern Transportation Center and is free and open to all interested persons. For further information contact Diana Marek @ 847-491-2280. No reservations necessary.