



CaseStudy

Omaha Steaks at The Marketing Forum: Focusing on today's best marketing -- and e-marketing -- opportunities



One-on-One Meetings



Group Meetings



Conference

Omaha Steaks manufactures, markets and distributes a wide variety of premium steaks, red meats and other gourmet foods, serving multiple markets throughout the U.S. and overseas: foodservice, mail order, incentive, telesales, retail stores, and direct online sales via Omahasteaks.com. How can the company identify its newest and best marketing opportunities in all these areas? Senior Vice President of Marketing Todd Simon has found a solution: The Marketing Forum.

CHALLENGING THE ENTIRE MARKETING TEAM

Given Simon's high-level role in the organization, "many of our day-to-day service choices are not made by me. I'm blissfully isolated from much of that -- which of course can be good and bad. The Forum gives me a chance to expose myself to the latest tools and resources. Then, I can challenge my team: 'OK, what are we

doing in these areas? Who's doing it? What was our criteria in choosing them? Could we be doing it better?'"

"For busy senior executives like myself, it can sometimes be difficult to stay focused. The Forum gives you that opportunity. Unlike a trade show, where you might have to weed through hundreds of vendors, here you can very quickly focus on ten or fifteen services you might really need."

"I do a lot of business development," says Simon, "For me, that means learning from other companies that might have an overlapping market, and figuring out where there are synergies. At The Forum, when you start to have those conversations, other delegates tell you, 'you should be talking to XYZ supplier who's here: we've had experience with them, and they can specifically address the issues you're facing.'"

TODD SIMON
Senior Vice President of Marketing, Omaha Steaks

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Mealtime Meetings



Networking



Conference

UNCOVERING TWO "BIG IDEAS"

"This year, I came up with two big ideas at The Forum: one related to event marketing, and the other to online and word-of-mouth marketing. Learning what's going on with blogging, social networking, and search engine marketing was incredibly helpful. I was especially impressed with one of the companies that presented. We've since invited them to come talk to us -- and, based on that, we're developing some new strategies."

Regarding the Forum's workshops, "anything related to next-generation technology was especially valuable to me. For example: the discussion of marketing to handheld devices, and BT's presentation [of its mobile video and television pilot programs]. Once you've sat in on these sessions, when you go back to land, you suddenly see these technologies all around you. I noticed for the first time there's a billboard in Times Square where you can Bluetooth a video to your mobile phone. I would have walked right by that marketing opportunity if I hadn't been at The Forum."

BRINGING "TRADITIONAL" AND "E-MARKETING" TOGETHER

Simon welcomes the opportunity to see both traditional and "e-marketing" solutions at The Forum. "At this point, what we keep learning is how much e-technology can enhance our traditional business, and how much traditional business principles can enhance our e-business."

Simon had attended the very first Marketing Forum, way back in 1998, but this was his first opportunity to return since then. "It was interesting to see the evolution of the event. First of all, everything on the Norwegian Dawn is state-of-the-art. But, more than that, Richmond's advance work -- the way it assigns all the meetings -- is very well done. From my perspective, The Marketing Forum is an incredibly efficient use of time."

The Marketing Forum is the premier event connecting senior marketing executives at leading U.S. companies with the world's leading suppliers of media, marketing, branding, interactive and advertising services and products. Senior marketing executives who meet stringent qualification standards are invited to participate in a strategic conference program tailored to address their most urgent business challenges. They spend two days and three nights networking with senior-level colleagues in a luxurious, distraction-free environment. These senior executives also meet one-on-one with the suppliers of their choice, enabling them to access and rapidly evaluate the field's highest value solutions.

For more information on this exclusive forum, please contact DAVID HEIMLICH at (212) 651-8767 or dheimlich@richmondevents.com.