



Predictive Analytics for Business, Marketing and Web

Training Seminars

Chicago

San Francisco

Washington DC

New York

Toronto

Plus the New on-demand Online Predictive Analytics Applied Course!

Sponsorship Opportunities

Predictive Analytics for Business, Marketing and Web

Training seminars offered by Prediction Impact, Inc., in association with eMetrics; cross-registration is enabled for attendees of the eMetrics Marketing Optimization Summit and the Predictive Analytics World Conference.

ABOUT THE ATTENDEES

Each training attendee has invested \$1,495 for training registration plus travel and time to attend this two-day training program on predictive analytics, described at:

<http://www.predictionimpact.com/predictive-analytics-training.html>

The attendees are makers or great influencers of decisions regarding predictive analytics, be they managers, executives or hands-on practitioners. Attendee titles have included:

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- CEO
 - Founder
 - President
 - VP, Publishing Operations & Analytics
 - Vice President Business Intelligence
 - VP of Advertising
 - VP Technology
 - VP Intelligence
 - Business Development Analyst
 - Director, Insights and Analytics
 - CRM Technology Product Manager
 - Managing Director & Principle Consultant
 - Solutions Architect
 - Director Pricing
 - Director, Retail Strategies
 - Senior eBusiness Architect
 - Manager, Business Analytics
 - Internet Marketing Manager
 - Director, Reporting & Operations
 - Associate Manager, Marketing Analytics
 - Snr. Web Intelligence Analyst
 - Director of Strategy
 - Senior Web Marketing Analyst
 - ROI Analyst
 - Consultant

The training attendees are delegates from companies across all types of industry verticals and online based businesses, including:

- ABF U-Pack Moving
- American Cancer Society
- AOL
- Apple
- Blue Shield of CA
- Boeing
- Britannica
- Cavalry Investments
- Corporate Express
- Compass Bank
- Dentsu
- Disney
- DoubleClick
- Electronic Arts
- ESPN
- ExactTarget
- Fandango
- Getty Images
- Hewlett-Packard
- HowStuffWorks.com
- IBM
- JPMorgan
- KnowledgeBase Mktg
- LoopNet
- lynda.com
- Liberty Mutual
- MEC Interaction
- Merck
- Microsoft
- MITRE
- Monster.com
- MySpace
- NASA
- New York Times
- Orbitz
- Pacific Bell (now SBC)
- Panalysis
- PayPal
- Pilgrim Insurance
- PlanetOut
- PPG Industries
- Primedia
- Qualcomm
- Qwest
- SAS
- Sciele Pharma
- Synovate Healthcare
- T-Mobile
- Teleflora
- US Census Bureau
- US State Department
- USA Today
- USDA
- Wells Fargo
- Yahoo!

... as well as many other non-profits, direct marketing shops and small-to-medium online businesses.



Participant ratings have been high: 59% of participants rated the training program "Excellent" (the highest of 5 ratings), 41% rated it "Very good" (the second-highest rating), and none gave it the lower three ratings.

Previous Participants Comments

"A very insightful and interesting seminar. I plan to put data mining and predictive analytics to work for us right away thanks to your ability to make this an approachable subject."

Rob Ford, Director Pricing, Getty Images

"At Intuit we're already using data as an asset on the web, but this course makes it very concrete how we can take it to the next level."

Jared Waxman, Web Analytics Leader, Intuit

"I was also impressed with the diversity and caliber of attendees, and I thought the discussions that arose enhanced the workshop with real-world scenarios."

David Becker, Business Analyst, Pilgrim Insurance

For more details on the ratings as well as additional statements of testimony, see:
<http://www.predictionimpact.com/predictive-analytics-seminar.html>

SPONSORSHIP OPPORTUNITIES

September 24-25, 2008 • Chicago, IL
October 24-25, 2008 • Washington, DC
November 6-7, 2008 • San Francisco, CA

2009 schedule:

April, 2009 • Toronto, ON, Canada September • 2009, Chicago, IL
May, 2009 • San Francisco, CA October, 2009 • Washington DC
June, 2009 • New York City, NY November, 2009 • San Francisco, CA

Plus the New on-demand Online Predictive Analytics Applied Course!

Whitepaper Distribution & Attendee List \$3,995

We will hand out your whitepaper and/or promotional material on the morning of the second day of each event (or in the case of the online course sent by postal mail with a personal cover letter from course trainer Eric Siegel). All sponsors receive the complete attendee list. Your position as a whitepaper sponsor will be shared with a maximum of three other sponsors.

This sponsorship is sold on a lead generation basis and includes 100 attendees, expected to take 9 to 15 months to fulfill. When the 100 leads are fulfilled you will be given the opportunity to resign for another 100.

REQUIREMENTS

We must receive your material by 3 weeks prior to the first of the series of events you are sponsoring. Unused materials will be returned by mail upon request.

Maximum size for material: 8.5" by 11" by 2" inches thick.

Contact: Paul B. Gillis
Telephone: 508-748-3955
Email: sponsor@predictiveanalyticsworld.com