



7 June 2012, New York City

# CONSUMER SAVVY MARKETING

Understanding  
and respecting  
consumers using  
self-regulation

## SPONSORSHIP OPPORTUNITY

### International Chamber of Commerce presents: Consumer Savvy Marketing

7 June 2012, New York, USA

Online marketing is overtaking traditional marketing. Mobile internet usage is predicted to overtake desktop internet usage by 2014. The question is: Are you prepared? Are you savvy?

The way marketers communicate with their customers has forever changed. They are relying on new marketing strategies and mediums. Today it is as likely that marketers will reach their customers through the Internet and mobile phones as it is through traditional media, like television and radio. Not surprisingly, the legal landscape has changed as well. Are you savvy? Do you understand your consumers and safeguard their trust?

Hosted by the International Chamber of Commerce, whose marketing and advertising self-regulatory rules form the basis for most countries' national codes, this event will bring together speakers knowledgeable in different legal approaches and global marketing self-regulation. Experts from the Federal Trade Commission, the US, EU and international self-regulatory community will explain how companies, marketers, agencies and media should ensure their campaigns are being conducted responsibly and will not lead to backlash from consumers, regulators or self-regulatory bodies. Senior executives from global corporations such as Disney, News Corporation, Microsoft and AT&T will share from their experiences managing these issues at home and across frontiers.

## SPONSORSHIP CATEGORIES

BENEFITS	GOLD €3,000	SILVER €1,500
Signage at venue *	X	
Option to distribute branded products to participants *	X	
Complimentary entries each valued at €225	2	1
Advertisement in official programme	1/2 page	1/4 page
Branding on all promotional materials and activities website, emails, collateral, social media	X	X

\* Certain restrictions apply. Sponsor is responsible for associated costs (e.g. procurement, shipping, etc.).

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