

Pine & Gilmore's Annual

thinkAbout

at the New York Marriott Marquis overlooking Times Square
September 24 + 25, 2003



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POSITIONS PLEASE

by Joe Pine & Jim Gilmore

Where to hold thinkAbout in Times Square? The only possible place: The Marriott Marquis.

We've known for quite a while that we wanted to host the 2003 thinkAbout in New York City. And we knew the area around Times Square in particular was going to be the launching point in our exploration of all things related to the Experience Economy.

The only question remaining was to choose which hotel among the myriad options available for our event. As it turned out, the answer was quite simple and embedded right in the name of our choice: The New York Marriott Marquis *on Times Square*.

This venerable property stands as a major presence among the hustle

and bustle of Manhattan. With one foot in Times Square and the other in the Great White Way of Broadway, the hotel is in an ideal location – especially for an event hosted by two guys who write so extensively about the intersection of business and theatre. It's also mere minutes from notable landmarks including Rockefeller Plaza, Central Park, and the Empire State Building.

More important to our needs, though, is its proximity to major venues mirroring the continuum of physical spaces outlined in our e-Doc, “The Experience IS the Marketing”.

During the Learning Excursion^{EM} that we'll guide on Day One of thinkAbout, you'll get to experience first-hand the full spectrum of venues from *flagships* and *experience hubs* right down through to *derivative presences* and *world wide markets* in just a few square blocks. No other location – possibly in the entire country – could provide us with such a density and diversity of exemplars that so boldly underscore our ideas.

It's also the Marquis' commanding views of the “Crossroads of the World” available from many different meeting spaces that make it our choice for 2003. From the meeting rooms overlooking Times Square to the revolving floors at the top of the hotel (our Open Space!) that immerse viewers in a 360° panorama of the entire city, we knew we had a winner for our special event.

So come to New York and take a bite out of the Big Apple with us. Marvel at the energy and humanity of it all. We're quite sure Times Square – along with the Marriott Marquis – will leave a few hundred thousand lights on for you.