

Digital Marketing and Media Summit 2008

Unlocking the power of digital communication

21 November 2008 – Hilton on the Park, Melbourne



Exploring the new world customer value proposition

Speakers include:

- **Joel Thomson**, Digital Creative Director, **Publicis Mojo**
- **Rena Chatterjee**, Marketing Manager, *Water*, **Coca-Cola Amatil**
- **Katie Chatfield**, Strategy Director, **the white agency**
- **Sam Plowman**, Head of Online, **ANZ**
- **Basil Hyman**, Marketing & Internet Director, **STA Travel**
- **David Green**, General Manager of Mobile Marketing, **Vodafone**
- **Julian Cole**, Social Media Strategist, **The Population**
- **Peter Williams**, Chief Executive Officer, **Deloitte Digital**
- **Mark Armstrong**, Head of Auto, Local & Classifieds, **Google**

Official Media Partner:

AdNews

www.adnews.com.au

EARLY BIRD OFFER:

Take advantage of the early bird offer by booking before 31 October 2008

Event Organiser:

elitemedia
INDUSTRY SUMMIT SPECIALISTS

www.elitemedia.com.au

Event Partner:

nextdigital[™]

www.nextdigital.com

Gold Sponsor:

CAMPAIGN MASTER

www.campaignmaster.com.au

Gold Sponsor:

University of Western Sydney
Bringing knowledge to life

www.uws.edu.au

Branding Sponsor:

MCN
MultiChannelNetwork

www.mcn.com.au

Effective strategy for digital marketing

21 November 2008 – Hilton on the park, Melbourne

Chairperson: Russel Howcroft, Chairman & Managing Director, George Patterson Y&R Melbourne

8.50am Summit Opening

9.00am Wake up and reconnect with your customers!

- Mastering integration to reach and engage today's consumer
- Key digital consumer trends going into 2009
- Ensuring message cut through with today's digital consumer

Joel Thomson, Digital Creative Director, Publicis Mojo

9:30am The new rules of engagement

- Human efficacy for brands
- Finding and Responding to the conversation
- Consumers are the media
- Balancing the value equation

Julian Cole, Social Media Strategist, The Population

10:00am Morning Tea

10:30am The sweet taste of digital Cornetto case study

- Creating a digital presence
- Leveraging digital partnerships i.e. YouTube, Blogger, Flickr and FHM
- The power of digital in building brand loyalty
- Ensuring the right digital mix
- Media and creative working together

Ben Millar, Digital Strategy Director, Universal McCann

Bernard Cheng, Brand Manager, Unilever

Ross Raeburn, Digital Strategist, Soap Creative

Brad Eldridge, Creative Director, Soap Creative

11:10am Exploring the mobile marketing value chain

- What 3G means to mobile advertising
- 3G services that will boost lead generation
- Location based targeting
- SMS/MMS promotional marketing opportunities
- Mobile marketing best practice for advertisers

David Green, General Manager of Mobile Advertising, Vodafone

11:40am Latest technology on offer for digital marketers

- Who's tuning in to what in digital media?
- What today's marketers should be preparing for
- What new technologies will be hitting the market with a bang?
- Why digital technology will extend brand life?

Mark Edwards, Digital Marketing & Media Director, Next Digital

12:10pm Mt Franklin case study Building a meaningful relationship with your consumer in a digital world

Mt Franklin's challenge has been to celebrate its brand love and translate its successful long term CSR program into enlistment, engagement and community.

The brand has been digitally re-imagined to live and breathe, invite and inspire and have an authentically everyday role in the lives of Australian women.

Katie Chatfield, Strategy Director, the white agency

Rena Chatterjee, Marketing Manager, Water, Coca-Cola Amatil

12:50pm Lunch

1:50pm Today's digital consumer

- Changing internet trends
- Mobile internet
- Media consumption
- Consumer Generated Media

Tony Marlow, Associate Research Director, Asia Pacific, Nielsen Online

2:20pm The out of home digital revolution

- What's new in digital outdoor
- New digital messaging systems
- Personalisation and in context marketing
- Toohey's New, Australian Open and Telstra Next G digital case studies
- World wide examples
- New technologies around the corner

Ed Harrison, General Manager, JCDecaux

Conference Sponsorship & Exhibition Opportunities

Do you have a product or service that satisfies the Digital Marketing Industry?
If you do, call us now on 03 9596 9882 to request a sponsorship pack!

Unlocking the power of digital communication

21 November 2008 – Hilton on the Park, Melbourne

2:50pm Google – Tools in the marketers' sandpit

- Google gadgets and open social
- Maps, street view and the API
- Android, mobile and APS
- Universal search and insights for search

Justin Baird, Project Specialist, **Google**

Mark Armstrong, Head of Auto, Local & Classifieds, **Google**

3:20pm Afternoon Tea

3:40pm Online channel: from information to revenue generation

- What the web analytics are telling us
- Applying industry trends to financial services
- Developing solutions with the customer in mind
- Intelligent marketing
- The importance of integration

Sam Plowman, Head of Online Banking, **ANZ**

4:10pm Adapting to a digital landscape Round table discussion

- Exploring the new consumer model
- Defining the new value proposition
- Are today's companies' websites doing the brand justice?
- How brands can credibly integrate themselves into the digital landscape
- Exploring the digital tipping point

Terry Carney, Managing Director, **Amnesia**

Peter Williams, Chief Executive Officer, **Deloitte Digital**

Basil Hyman, Marketing & Internet Director, **STA Travel**

Robert Leach, Head of MCN Connect, **MCN**

Wei Tan, Head of Professional Services,
Campaign Master

Andrew Cordwell, Head of sales, **Fox Interactive Media & MySpace.com, Australia**

5:00pm Close of summit/Networking drinks



Testimonials

"Really impressed by the great range of speakers"

Matt Callander, Corporate Affairs Advisor, Sensis

"Speakers excellent – great work"

Hugh Baulch, Account Director, Whybin TBWA

"Good, relevant topics and interesting speakers"

Jacqueline Carty-Salmon, Publicity & Promotions Manager, Twentieth Century Fox

"I thought the range of speakers and topics were great!"

Damien McGuire, Associate Brand Manager, GlaxoSmithKline

"Excellent speakers"

Robert Gibbs, Head of Marketing and Communications, Nokia Siemens Networks

Call now to secure your place on +61 3 9596 9882

Digital Marketing and Media Summit 2008

Unlocking the power of digital communication

21 November 2008 – Hilton on the Park, Melbourne

Mr Ms Dr Hon (Please tick)

First Name: _____ Surname: _____

Job title: _____

Company name: _____

Address: _____

State: _____ Postcode: _____

Tel: _____ Fax: _____ Mobile: _____

Email: _____

Registration fees for this summit

Please tick the following category of registration

- | | | | |
|---|-------------|------|--------------|
| <input type="checkbox"/> Book by 31 October 2008 | \$750 + GST | \$75 | Total: \$825 |
| <input type="checkbox"/> Full registration fee | \$900 + GST | \$90 | Total: \$990 |
| <input type="checkbox"/> Please contact me about sponsorship / exhibition opportunities | | | |

Method of payment:

(Please note all registrants will receive a tax invoice)

- Crossed cheque payable to Elite Media Group Pty Ltd
 Visa Mastercard American Express *(Please note a 3% credit card surcharge will apply)*

Card Holders name: _____ Amount \$ _____

Card No: _____ Expiry Date: _____

Signature: _____

Venue:

Hilton on the Park
192 Wellington Parade, East Melbourne, VIC 3002
Ph: (03) 9419 2000
Accommodation Discount Rate: \$240 + GST (Quote GEMCA)

4 EASY WAYS TO REGISTER

Telephone Elite Media Group on +61 3 9596 9882

Mail back this completed form to:

Elite Media Group Suite 6, 75 Bay Street, Brighton, VIC, 3186

Fax this form completed to us on + 61 3 9596 9885

Book online at www.elitemedia.com.au

Cancellation policy: In the event you are unable to attend this summit a replacement delegate may be sent in your place. Should you wish to cancel your registration Elite Media Group will refund your registration fees less an administration fee of \$250 +GST per registered delegate, providing Elite Media Group receives the cancellation in writing by fax or letter at least 15 working days prior to the summit. Cancellations received in writing within 15 days of the summit will result in a 50% refund and a copy of the summit papers. Unfortunately Elite Media Group may need to alter the programme prior to the event and reserve the right to do so without notice. Elite Media Group also reserves the right to cancel or postpone this summit and if doing so a delegate payment refund will be issued.

Privacy Act notice: This summit brochure was sent by Elite Media Group or one of our event partners. From time to time Elite Media Group may share personal information from our delegate database with supporting organisations. Please tick the box below if you do NOT want us to disclose the information. Should you wish to not receive further mailings from Elite Media Group, please tick the below box and return to Elite Media Group on Fax +61 3 9596 9885 or Post Suite 6, 75 Bay Street, Brighton, VIC 3186

- Please do not mail me further brochures regarding your events I do not wish to have my details made available to supporting organisations

Official Media Partner:

AdNews

www.adnews.com.au

Register by fax
+61 3 9596 9885

Event Organiser:

elitemedia

www.elitemedia.com.au