

# Digital Marketing and Media Summit 2009

## What next?

16 November 2009 – Hilton on the Park, Melbourne



Engaging digital strategy. Join the conversation...

### Speakers include:

- **Simon Marks**, Strategic Business Communications Manager, **Blackmores**
- **Nicole Leeson**, Manager for Online Customer Experience, **Qantas**
- **Michelle Hall**, Digital Business Manager, **Sony Australia**
- **Darren Holland**, Brand Manager Passenger Vehicles, **Nissan**
- **Ahmad Racheha**, Head of Marketing & Brand Strategy, **Bupa**
- **Fiona Patten**, Chief Executive Officer, **Australian Sex Party**
- **Adam Garone**, Co-Founder and CEO, **Movember**
- **Paul Bennett**, Chief Executive Officer, **EURO RSCG**
- **Joel Thomson**, Creative Director, **Publicis Mojo**
- **Bob Mackintosh**, Interactive Director, **Host**
- **Melanie Silva**, Head of Financial Services, **Google**

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# Effective strategy for new marketing

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**Chairperson: Russel Howcroft, National CEO,  
George Patterson Y&R**

## 8:50am Summit opening

### 9:00am Consumer Collaboration

- The realities of social media
- A 'partnership' approach
- The opportunity for marketers

**Tony Thomas, Chief Executive, The Population**

### 9:30am The brand as Storyteller - Cadbury Freddo case study

Enlightened brands and agencies are realising that there are new and relevant ways to engage audiences through storytelling.

- How is this different from what you've been doing?
- What authentic stories can you tell?
- How can you keep your story going beyond the first chapter?
- How to distribute storylines to mass audiences?
- What does success look like?

**Joel Thomson, Creative Director, Publicis Mojo**

**Aaron Cooper, Creative Producer, Publicis Mojo**

**Amanda Banfield, Marketing Director,  
Cadbury Australia and New Zealand**

### 10:00am What should PR bring to the digital party?

- How has PR changed or has it?
- Defining digital PR
- Answering the "Conversations versus Control" conundrum
- Understanding how 'offline' media relations coexists with digital PR
- What should a company digital PR plan consist of?

**Pru Quinlan, Managing Director,**

**Einsteinz Communications**

### 10:20am Morning Tea

### 10:40am Establishing your digital community

- Getting to know your customers
- How to build community in the retail environment
- Building advocacy within the customer base
- Benefits of integrating a social media platform within the retail mix
- Who's doing this well here and overseas

**Peter Noble, Chief Executive Officer, Citrus**

### 11:00am Case study– iSpyLevi's digital campaign

Digital strategy that not only looks good, feels good but is good!

**Pascal Winkler, Digital Business Director, Host**

**Kat Thomas, Managing Director, One Green Bean**

### 11:30am Case study – "The Quantum Code" – Sony's Quantum of Solace promotion

Building and managing a powerful and award winning cross-platform and cross media campaign which utilised the web, online & mobile video, QR Codes, social media sites (YouTube & Facebook), print and real world locations.

**Paul Bennett, Chief Executive Officer, EURO RSCG**

**Michelle Hall, Digital Business Manager, Sony Australia**

### 12:00pm Blackmores case study: The power of online personalisation

- What technology can offer the marketing savvy consumer
- Website best practice
- How to engage consumers online
- Driving traffic to your website
- Return on investment advice

**Jason Davey, Managing Director, Bullseye**

**Simon Marks, Strategic Business Communications Manager, Blackmores**

### 12:30pm Case study - the Australian Sex Party through the line story

- How it all began and how we got here
- Building a 4 million strong digital community
- Leveraging your digital community for political and economic success
- The power of customer engagement and experience
- The ins and outs to achieving online satisfaction
- Where to from here?

**Fiona Patten, CEO, Australian Sex Party**

### 12:50pm Lunch sponsored by Tribal FUSION®

### 2:00pm Digital gurus Panel: Social Media Revolution

- How should mobile marketing fit into integrated campaigns?
- Will digital radio work in Australia?
- Understanding the keys to branded entertainment
- Why should organizations take up social media?
- How beneficial is twitter / yammer for business?
- How to best integrate new digital forms of media with traditional media business and / or campaigns
- How to build a meaningful relationship with your consumer in a digital world

**Jeremy Macvean, Head of Digital Strategy, Austereo**

**Bob Mackintosh, Interactive Director, Host**

**Melanie Silva, Head of Financial Services, Google**

**Ahmad Racheha, Head of Online and ecommerce, Bupa**

**Cheryl Vize, GM, Digital Development, Sensis**

**Alex Burke, Managing Director, TigerSpike**

**Wolfgang Jaegel, Founder, Regional MD, Syndacast**

**Nicole Leeson, Manager for Online Customer Experience, Qantas**

# Unlocking the power of digital communication

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## 2:40pm Case study– Doing things differently – Nissan

- How an innovative Product Launch Campaign used various digital platforms to create intrigue, drive awareness and deliver on engagement & brand experience.
- Exploring recent social media and augmented reality campaigns and resulting real life benefits.

**Stephanie Malkin**, Account Director Digital, **Tequila**  
**Darren Holland**, Brand Manager - Passenger Vehicles, **Nissan**

## 3:10pm Experiential Case Study: Putting the \*ting\* back into Digital Marketing

Consumers are people. In some rare moments they invite your brand into their busy lives. When they do make sure you know what you stand for and deliver something memorable.

**Robert Stock**, Executive Producer, **Boffswana**

## 3.40pm Afternoon Tea

### 4:00pm Today's teen digital consumer

- The increasing influence of the teen market
- NET Generation insights – what are their values and what do they consume?
- How brands can effectively advertise within social media & case studies
- Emerging tools within virtual worlds & social networking sites

**Jeff Brookes**, Regional Director, Asia Pacific, **Sulake (Habbo)**

### 4:20pm Buzz metrics and beyond

- Measurement and analysis of social networking sites
- Setting metrics for success

**Mark Higginson**, Director of Analytics, **Nielsen Online**

### 4.40pm Movember case study: Building a digital marketing plan from scratch

- What considerations were needed
- Who to turn to?
- What the agency provided
- Mission and hurdles of implementation
- Achievements, outcomes and lessons learnt

**Rhys Hayes**, Managing Director, **IE**

**Adam Garone**, Co-Founder, Chief Executive Officer, **Movember**

### 5:00pm A word from our Cocktail Sponsor

**Tim O'Neill**, Joint Managing Director, **Reactive**

reactive

### 5:10pm Best Audience Moustache Competition and networking drinks

## Half Day Workshop 17th November 2009

9:00am – 12:00pm

### Bringing your digital strategy to life

- A step by step guide to creating a digital strategy for your brand
- Understanding how to measure and implement your strategy
- Creating maximum R.O.I
- Top 5 Do's/Don'ts
- An overview of the process that Igloo has implemented with clients such as Mazda, Crown Casino and Village Roadshow.

**Andrew English**, CEO and Co Founder, **Igloo Digital**

### Testimonials from last year's highly attended Digital Marketing & Media Summit include:

*"I have been a passionate retailer and product marketer for the past 21 years. You could almost say that traditional media has fueled any growth achieved. I needed to re-skill and re-educate myself with information on the digital media landscape. Without this information any brand or retailer will be left behind. Join the conversation."*

**Leanne Wall**, General Manager Marketing, **Jeanswest**

*"The Digital Marketing & Media Summit was a really rewarding and enriching experience. It's so exciting to hear from experienced experts in my job field and feel like you can be a part of the bigger picture."*

**Tamara Falcke**, Multimedia Graphic Designer and Online Marketing Coordinator, **Billabong**

*"Very good and informative. I got a lot from many of the speakers which I will be able to utilize in my role."*

**Helena Athans**, Digital Content Manager, **NAB**

*"For someone with only four months experience in the digital industry, I found the summit to be a great insight and learning experience."*

**Scott Bennett**, Business Manager, **MCM Entertainment**



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

# Digital Marketing and Media Summit 2009

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Mr  Ms  Dr  Hon (Please tick)

First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Job title: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

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Email: \_\_\_\_\_

### Registration fees for this summit

Please tick the following category of registration

- |   |              |       |               |
|---|--------------|-------|---------------|
| <input type="checkbox"/> Book by 16 October 2009  | \$750 + GST  | \$75  | Total: \$825  |
| <input type="checkbox"/> Full registration fee  | \$900 + GST  | \$90  | Total: \$990  |
| <input type="checkbox"/> Book 2 delegates and 3rd Free                                  | \$1500 + GST | \$150 | Total: \$1650 |
| <input type="checkbox"/> Half day workshop (Limited seats)                              | \$250 + GST  | \$25  | Total: \$275  |
| <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 \$ \_\_\_\_\_

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### Venue:

Hilton on the Park, 192 Wellington Parade, East Melbourne, VIC 3002

Ph: (03) 9419 2000

Accommodation Discount Rate: \$245 + GST

## 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

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