

Digital Advertising & Marketing Summit 2010

Wednesday 20th October, 2010 Watersedge, The Rocks, Sydney
Register for \$495 (+gst)



A world of possibilities

Researched & Organised by
frocommaustralia

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Digital Advertising & Marketing Summit 2010

Purpose and theme of this conference: The web has dramatically changed consumer behaviour, and with each new platform, app and online community offering consumers more options to buy, recommend and offer suggestions to others, the marketing industry faces new opportunities and challenges. This conference will examine how marketing practitioners can use the web to move beyond Search and SEO and to ENGAGE and ENTERTAIN customers and audiences and turn them into brand advocates.

A one day conference exploring how the web is transforming advertising & marketing

9.00 - 9.30
PAUL FISHER

CHAIR: CEO,
Interactive Advertising Bureau

Why should we believe in digital? Welcome to the new reality

Beyond SEO, into engagement
How the web is changing advertising and marketing
How the web is changing creative and marketing spend/budgets
Opening remarks from the Chair

9.30 - 10.20
JODEE RICH

Founder, PeopleBrowsr

Conference keynote:

The social web – consumer engagement in the digital world
Say goodbye to “eyeballs” and embrace engagement

10.20 - 11.00
JODEE RICH

Founder, PeopleBrowsr

ED HARRISON
MIKE DANIELS

Commercial Director, Fairfax Digital

Managing Director, Ogilvy & Mather Sydney

PANEL: Engagement and constant experimentation

From search, SEO, targeted banners, click throughs adverts, UGC, mobile apps, social networks and more: it's not just the technology, it's how consumers are interacting with it. Traditional “push” techniques are dying in the digital world; is there anything from the bombardment ad campaigns and focus-group driven strategies that is still useful?

11.00 - 11.30 MORNING BREAK

11.30 - 12.10
TIM O'NEILL

Managing Director, Reactive

JETHRO LYONS

Brand Manager, General Pants

Can you create your own social network? We did.

Harnessing innovation: opportunities and challenges
A case study of “The Bubble” exploring the technical and social issues/lessons

12.10 - 12.50
PHIL DUFFIELD

Managing Director, AdZone

KELLY BROUGH

Global Digital Director, Lonely Planet

Your customers have awesome content! How does UGC fit into the digital media roadmap for brands?

Online campaign case study featuring creative use of User Generated Content



12.50 - 1.40 LUNCH

1.40 - 2.15
JAROD GREEN

Director/Strategist, Radical Love
& Creator of "Beached Az" WOW

AFTERNOON KEYNOTE:

TV is dead, long live TV (on YouTube)
Creating and developing online content.
Strategies for distribution across social networks,
broadcast channels, mobile apps, online and retail.

2.15 - 2.50
BRIAN GIESEN

Director, Social Media, Ogilvy 360
Digital Influence

Searching for the (digital marketing) Holy Grail

Is Word of Mouth Marketing the digital Holy Grail for advertising and marketing practitioners? Can I reach everyone through digital media?

Brian will discuss the top 5 ways to generate value for your organisation from social media: Community Building - Product Research- Customer Service - Marketing & Promotion - Transparency

2.50 - 3.30 AFTERNOON TEA/COFFEE

3.30 - 4.00
ALASTAIR WALTON

Engagement Director,
Community Engine

Authoritative vs Authentic: brand building capabilities of social media

The consumer decision-making process has now fundamentally and irrevocably shifted. Previously, people listened to you and formed an opinion. Now, they listen to you and then ask people like them what they think of you which then forms their opinion. As a result, social influence marketing is now the single most important route to your customers. In this session, Alastair will discuss how Australian organisations are creating communities around their brands using social networking technology.

4.00 - 4.30
LUKAS PICTON

Digital Director, Text100

Flashmobs: creating "online musicals" for brands (without the costs)

Case study: Cisco's Flip Mino video camera flashmob

4.30 FINISH AND LUCKY PRIZE DRAW

Registration Form: Digital Advertising & Marketing Summit 2010

Dates: Wednesday 20th October, 2010

Watersedge, The Rocks, Sydney

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Delegate details:

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Position/Title _____ Tel _____

2. Name _____ Email _____

Position/Title _____ Tel _____

3. Name _____ Email _____

Position/Title _____ Tel _____

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FAX: FAX back this form to: 02 9476 3444

WEB: www.frocomm.com.au

EMAIL: Send your details to glenfrost@frocomm.com.au

Enquiries: Glen Frost on Tel: 02 9476 3333

Cancellation policy: If you are unable to attend this conference another person can take your place. If you cancel your place we will refund the amount you have paid less an administration fee of \$100 per person; please notify us in writing at least 15 days prior to the event. Cancellations received in writing within 15 days of the event will receive a 50% refund. FrocommAustralia undertake to ensure that the program is correct at the time of the summit. Due to circumstances beyond our control, we may need to alter the program prior to the event and reserve the right to do so without notice. We also reserve the right to cancel or postpone the event, in which case you will receive a full refund.