

# Advertising, Marketing & Media Summit 2009

Maximising advertising and marketing value

11 & 12 May 2009 – Hilton on the Park, Melbourne



Reaching and engaging with consumers through accountable and powerful advertising, marketing and media

## Speakers include:

- **Carly Loder**, Head of Brand, Super & Integrated Marketing, **BT Financial Group**
- **Lily Lee**, Marketing Manager, **Pacific Brands**
- **Sean Hallahan**, Marketing Director, **Don – George Weston Foods**
- **Tony Hall**, Group Manager, Marketing & Product, **Medibank Private**
- **Tom Noble**, General Manager Marketing, **BMW Group Australia**
- **Joe Pollard**, Chief Executive Officer, **ninemsn**
- **Susie Loxton**, Marketing Director, **marie claire**, **Pacific Magazines**
- **Harold Mitchell**, Executive Chairman, **Mitchell Communication Group**
- **Jane Ballantyne**, Brand Marketing Manager, **AFL**
- **Anne Parsons**, Chief Executive Officer, **MediaCom**

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# Inspiration and Innovation

Day One: 11th May 2009 – Hilton on the Park, Melbourne

## 8.30am Morning Coffee and Summit Registration

**8.50am Opening Remarks - Chairperson: Joe Talcott, Marketing Director, News Limited**

## 9.00am Creativity versus the hard sell - Making a once and for all decision

Modern communication channels are tipping the balance once and for all in favour of using creative messaging over advertising hard sell

How can marketers change the habits of a lifetime and start reaping the rewards of new brand behaviours

**Jonathan Kneebone, Co-Founder, The Glue Society**

## 9.30am Marketing in 2009 and beyond

- What are the current needs of the modern day marketing director?
- Where are the marketing / media / advertising industries heading?
- How will future business relationships be structured?
- What are the consumers telling us they desire?
- How will we meet tomorrow's consumers' needs?

**Carly Loder, Head of Brand, Super & Integrated Marketing, BT Financial Group**

## 10.00am The "Cybersumer" - Content, connectivity and consumption in the digital world

- Understanding the audience - research, trends and consumption within the digital platform
- Creative content development - how to best connect with the Cybersumer
- Social networking - its power, its potential and its potholes
- Marketing to the Microcosm - when a portal is more than just a portal

**Joe Pollard, Chief Executive Officer, ninemsn**

## 10.30am Morning Tea

## 11.00am Sound advice from the Guru!

**Harold Mitchell, Executive Chairman, Mitchell Communication Group**

## 11.30am Berlei Case study - "Uplifting the Women of Australia"

- Key success factors in building a fully integrated campaign
- What the research indicated
- The benefits of being both brave and unconventional
- ROI from creating a positive consumer experience

**Lily Lee, Marketing Manager, Pacific Brands**

## 12.10pm Lunch

## 1.20pm Research - Is traditional media dying or simply morphing?

- The evolution of internet usage
- Cross media consumption
- Online content
- Mobile content

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

## 1.50pm Green marketing - What on earth should we be doing?

- What standards are currently available to benchmark companies 'green' marketing claims?
- How 'green' does a company have to be to make a claim and be credible?
- Going green: product, brand or corporation?
- Can climate change build brand loyalty?

**Rupert Posner, Director Australia, The Climate Group**

## 2.20pm Panel: When the going gets tough..... The tough get marketing

- Key success tips for positive customer engagement
- Knowing the value of your brand's offering and maximising this when marketing budgets are limited
- Why listen to your consumers?
- Job outlook for 2009 and beyond

**Susie Loxton, Marketing Director, marie claire**

**Jane Ballantyne, Brand Marketing Manager, AFL**

**Tony Hall, Group Manager, Marketing & Product, Medibank Private**

**Carolyn Managh, Marketing Director, ninemsn**

**Chris Brown, Marketing Manager, MINI**

**Rebecca Oliver, Marketing Communications Manager, Mail Marketing - Letters Group, Australia Post**

**Michelle Sherwood, GM Marketing, Yellow & White Pages, Sensis**

## 3.20 Afternoon Tea

## 3.50pm The future of mobile advertising and marketing

- Understanding the role of the agency
- Exploring the value of mobile for advertisers from personalisation & targeting to measurement & metrics
- Examining successful strategies for mobile marketing campaigns

**Joe Barber, Chief Executive Officer, Third Screen Media**

## 4.20pm Brand Ambassador - Taking Gold!

- Building brands on the back of traditional Aussie values
- Why sport is one of the best ways to reach the hearts and minds of Australians
- Harnessing the power of individuals and sponsorships
- Role of the brand ambassador

**Chris White, Managing Director, International Quarterback**

## 5.00pm End of day one

# Integration and reach

Day Two: 12th May 2009 – Hilton on the Park, Melbourne

**8.50am Opening Remarks - Chairperson: Gary Hardwick, Managing Partner, Ikon Communication**

**9.00am Iconic brands - making brand heritage work for you**

- Understanding your story and your consumer
- Feeding brand passion
- The new client / agency relationship to get you there

**Adam Ferrier, Partner, Naked Communications**

**Sean Hallahan, Marketing Director,**

**Don – George Weston Foods**

**9.40am Communication Planning in the Post-Modern World**

- The importance of strategic planners in today's media world
- How to simplify the channel planning and brand planning process
- Where media planning should sit within the creative process
- Current challenges in today's fast moving media landscape

**Anne Parsons, Chief Executive Officer, MediaCom**

**10.20am Morning Tea**

**10.50am Case Study BMW - Increasing customer engagement through branded entertainment**

- Hear the thought process and implementation strategies that went into producing the very successful relaunch of the BMW Series 1
- Understanding how to target the young urban market via music and branded entertainment across various channels
- What the results had to say

**Tom Noble, GM Marketing, BMW Group Australia**

**Georgie Summerhayes, Chief Executive Officer,**

**Brand New Alliance**

**Michael Knox, Creative Director, BADJAR Ogilvy**

**11.30am Radio – Did you hear?**

- Australia's digital radio roll out update
- Which services are available now and around the corner
- Why the new sales plan for radio is interesting advertisers
- Which future clients best suit digital radio?
- Lessons learnt from UK digital radio

**Joan Warner, Chief Executive Officer, Commercial Radio Australia**

**11.50am New age direct marketing**

- What direct marketing isn't
- The cornerstone of customer engagement: dialogue
- DMThink successes (and stumbles) in a complex, customer-led, multi-channel marketing world

**Linda Loose, Consultant,**

**Linda Loose Marketing & Communications**

**12.30pm Lunch**

**1.30pm New business development - Growing while those around you are slowing**

Exploring the pros and cons from the point of view of the agency and the marketer

**Gawen Rudder, Advertising Federation of Australia**

**2.00pm Search engine marketing – How search integrates with digital and traditional media channels**

**David Whiteman, Industry Marketing Manager for Local & Classifieds, Google**

**2.30pm Engaging out-of-home advertising**

- Are advertisers taking advantage of this uncluttered medium?
- Key benefits the out-of-home medium offers to brands / products
- New technologies in out-of-home to engage customers
- Powerful out-of-home case studies

**Elvira Lodewick, Marketing Director, Adshel**

**3.00pm Afternoon Tea**

**3.20pm Metrics – Ensuring budget allocation through metrics**

- What questions should the directors be asking?
- What effective measurement tools are out there?
- How to avoid shades of grey with marketing metrics
- Talking the financial talk
- Making the board sit up and listen

**Kate Gunby, Head of Insights & Metrics, OMD**

**4.00pm Aligning your touch points: Creating cross-technology customer experiences**

- Creating seamless experiences which 'follow' your customers
- Using interactivity to deepen brand engagement
- The balance between 'reach' and 'rich'
- Emerging trends in interactive marketing

**Shane Morris, User Experience Evangelist, Microsoft**

**4.30pm Social media – The Twitter forecast**

- Why big brands believe Twitter to be the next big thing
- What are the enormous opportunities Twitter provides for businesses?
- Should social media fall into the marketing budget?
- Exploring the Twitter platform power

**Brady Jacobsen, Director of Telstra Contact Centres, Telstra**

**5.00pm Networking drinks at the bar sponsored by**



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# Advertising, Marketing & Media Summit 2009

## Maximising advertising and marketing value

11 & 12 May 2009 – Hilton on the Park, Melbourne

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

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

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- Book by 3rd April 2009 \$1200 + GST \$120 Total: \$1320  
 Full registration fee \$1500 + GST \$150 Total: \$1650  
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