

The Best Of Digital Marketing Practice Exp

Whose bold gamble in digital marketing has paid off?
Who has managed to come to the forefront of the web marketing world?

Get inspiration from the most innovative marketing campaigns of 2008 and hear your peers' predictions so you can start to prepare for the future.

GRASP FUTURE POTENTIAL: PREPARE FOR THE NEXT ERA IN DIGITAL MARKETING

8.30 Registration

9.10 Chair's Welcome Address And Introduction

Philip Smith, Head of Digital Content

Haymarket Brand Media 

9.15 Future Predictions In Digital Marketing

- Which emerging digital platforms are going to last? Prepare yourself for the landscape-changing developments in this quickly evolving area to capitalise on new trends
- Position yourself for the digital home: grasp the potential marketing opportunities across small, medium and big screens, from web 3.0 to 3G

Emma Jenkins, Head of Interactive Marketing
Procter & Gamble



9.45 Cross-Platform Digital Marketing: Plan And Manage A Multi-Channel Campaign From Conception To Conclusion For Real Impact

Multi-Channel

- Adopt a holistic campaign approach and discover how to get the best out of each digital medium to deliver your brand message
- Deal with the speed of change: with the digital platforms always a step ahead of the industry, make sure you use the best mix to aid digital integration
- Integrated digital planning in the boardroom: maximise the expertise of your internal peers for improved cross-channel digital planning

Ian James, Global Head of Digital
Bacardi Global Brands



BACARDI GLOBAL BRANDS LIMITED

10.15 Hear A Detailed Breakdown Of How The British Army Combined Digital Channels To Ensure A Smooth Customer Journey Cross-Medium

- What does a digital poster mean to a mobile, and how does that affect online display advertising? Get to grips with how each element contributes to the whole in the multi-channel mix
- Improve fluidity: learn the best methods of encouraging collaborative working between agencies and departments to produce seamless digital integration across a communications plan
- Applicable advice from a brand that knows: make the most of the British Army's insights so you avoid the pitfalls and overcome the obstacles of a cross-platform campaign and hear how they streamlined the customer journey from offline platforms, through the digital channels, to their brand

Mark Bainbridge
Marketing and Communications Director
British Army



Revolution
AWARDS 2008
WINNER

10.45 Refreshment Break And Informal Networking Opportunity

FROM CROSS-PLATFORM CAMPAIGNS TO INDIVIDUAL CHANNELS: GET THE BEST RESULTS FROM DIGITAL

11.05 **Dual Perspective:** Search Engine & Brand Case Study

Map Out The Future Search Landscape: Hear About New Opportunities From Search Engines And Best Practice From Brands

- Maximise your ROI: which strategies and investments are working and why? Keep abreast with the evolutions in SEO and PPC to raise awareness of your brand
- Impartial advice: hear from brands making a success of search on what to pay for, what to skip over, and how to best fit search in with your existing campaign

Search

Simon Morgan, Industry Head, Agency
Google



Scott Gallacher, Director of Online and Partner Marketing
BSkyB



11.35 Affiliates Or Search? How Much Space Should Each Have In The Marketing Mix?

DEBATE

- Current trends and future opportunities: make the most of changes in the online environment to drive traffic to your brand
- Search vs. affiliates: do they complement or conflict with each other? Define their roles and identify the best balance to make the most out of each strategy

11.55 Social Media Beyond The Hype: Move From The Creative To The Commercial To Make Social Networks Produce Quantifiable Business Benefits

Social Media

- Leveraging revenue from social networks: how can you monetise your site early on? Will utilising social media commercially alienate your audience? Ensure that populating your social network is really benefiting your business
- From Scrabulous to SuperPoke: how can you capture attention with your creative add-ons and what is the real activity behind the applications?
- From the forefront of Facebook: hear from HarperCollins on how to generate interest without spending a fortune

Shiona McDougall
Group Marketing Director
HarperCollins

HarperCollins

12.25 Take Your Email Campaigns To The Next Level: Best Practice Techniques From Conception To Delivery

- Email marketing techniques age quickly; hooks only work once or twice: hear the freshest design innovations, personalisation cheats, and attention-grabbing ideas to get noticed in a crowded inbox
- With spam guards becoming ever more vigilant, how can you maximise your delivery and click-through rates?
- How can you personalise your interaction via digital channels? How much interaction is helpful and when does it cross the line to being intrusive? Create and maintain the perfect balance

Email

Speaker To Be Announced

ained By Revolution's Handpicked Experts

12.55 Lunch And Informal Networking Opportunity

13.55 Optimise The Potential Of Your Website: Increase Traffic And Streamline Your Site To Boost Your Conversion Rates

Website

- From competitions to incentive plans: explore interactive ideas to revolutionise your website and attract new potential customers
- Convert visitors into customers: optimise your conversion rate by improving your customer journey through your site
- Discover how to engage with your customers and maximise your data to improve your targeted marketing without them feeling as though they are being tracked



Justin Moodie, Head of Online
HMV

hmv.com

14.25 Improve Returns From Display Advertising: Create Captivating Campaigns With Calculable Effect

Display

- Quantify creativity: which banners work best and which are deemed intrusive? Get attention and click-through by innovating your approach for striking visuals
- Money matters: can you still establish a respectable ROI from display advertising? Is there a softer measure for brand awareness in the environment of declining click and interaction rates? How does display advertising compare to the rest of the online mix?

Speaker To Be Announced

14.55 The Great Mobile Debate: Is It Ever Going To Be The Year Of The Mobile?

Mobile



The last three years have been hailed as the year of mobile marketing; get involved with our down-to-earth, hype-free debate on whether this channel will ever take off.

15.25 Refreshment Break And Informal Networking Opportunity

CUSTOMER CAPTIVATION: CREATE LONG-TERM ENGAGEMENT THROUGH DIGITAL BEST PRACTICE

15.45 Brand Confidence In The Digital Arena: How To Build A Lasting Relationship With Your Customers

- Take your brand in new directions, to new audiences, with a fully integrated campaign and developed partnerships
- Hear Match.com on living your brand values to build a trusted relationship with customers

Jason Stockwood, Managing Director
match.com International



16.15 Measurement Moment: New Metrics For Tracking Online Brand Engagement

How can you track customer engagement and behavioural effect? Hear about the latest econometric options, and new metric models for measuring success in digital strategy, to discover which moments in the customer journey really make all the difference.

2008 DIGITAL MARKETING FUTURE PREDICTIONS

INTERACTIVE SPEAKERS SESSIONS

16.35 Breakout Small Group Discussion: Customise Your Learning By Spending Time With Our Expert Speakers For Personalised, Applicable Advice

16.55 Expert Speaker Panel: Predictions & Q&A

Hear each of our experts' predictions on what the digital future will hold and ask your questions to the panel.

Ian James
Global Head of Digital
Bacardi Global Brands



Simon Morris
Chief Marketing Officer
LOVEFiLM.com



Emma Jenkins
Head of Interactive Marketing
Procter & Gamble



Nick Jones
Director of Interactive Services
COI



Scott Gallacher
Director of Online and Partner Marketing
BSkyB



Mark Bainbridge
Marketing and Communications Director
British Army



Philip Smith
Head of Digital Content
Haymarket Brand Media



17.15 The Results: "2008's Digital Marketing Summit Concludes..."

Hear the opinions of your peers: gain insight into what the market is planning to make sure you stay at the forefront of digital marketing.

Philip Smith, Head of Digital Content
Haymarket Brand Media

17.20 Close Of Conference

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In addition to the exhibition stand package above, bespoke packages can be tailored to meet your objectives and can include pre-event branding, through to onsite interaction, promotion and thought-leader positioning.

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