



Hotel Grand Chancellor Hindley Street Adelaide

PROGRAM

PRE-EVENT MASTERCLASSES

Monday 22 August

Masterclass 1

9.15am to 12.30 pm

How to create a social media dashboard and a social media newsroom

Laurel Papworth, the Community Crew

This practical session shows step by step how to set up (low cost, or free) a social media dashboard for monitoring and a social media newsroom (no more pdf press releases!) and a demonstration of tools to make your life easier.

- Social media dashboard: Want to know what customers, competitors and staff are saying about you on social networks? Need to save time on your social media monitoring? This masterclass gives you practical steps to set up a free tool to monitor your brands online. The class will show you how!
- Social media press room: Spend time building a social media press room. If you find your pdf attachments are not being opened and your email newsletter is unread, how can you integrate Facebook and Twitter into your website AND not have to spend all day updating social media sites? Learn here!

Registration includes morning tea

Presented by the Australian Marketing Institute

Masterclass 2

1.30pm – 5.00pm

The social way

Gavin Heaton

Social media is more than just Twitter or Facebook. It's creating new behaviours and new business models and many of us are already feeling its impact in our professional and private lives. This workshop will step you through the process of creating a continuous digital strategy - from objective setting through the process of execution, channel selection and content creation. You will discover how to test, measure and refine your objectives and find out what it means to 'lose control of your brand'. By the end of this workshop, you'll know what it means to be on 'the social way' and what that means for your business and your personal profile.

Registration includes afternoon tea

Presented by the Australian Marketing Institute

Day 1

Tuesday 23 August

Keynote Presentation

Session 1A

7.30am to 9.00am

How eyebrows, shoes and calligraphy can turbo-charge your team's creativity

Dr Amantha Imber, Inventium

Learn how to dramatically boost your team's ability to generate brilliant ideas during this interactive keynote presentation. You will leave with a bunch of practical tools to take straight back to the office that we guarantee will immediately boost your team's ability to produce breakthrough thinking.

Registration includes breakfast

Presented by the Australian Marketing Institute

Session 1B

9.15am to 10.30am

Collaborating in the insecure world of marketing

Digby Richards, AJF Partnership Sydney

Through a range of examples from India to China to Australia, Digby will provide insights into how best to weave cultures, skill-sets and attitudes together to create winning work.

Presented by the Australian Marketing Institute

Registration includes morning tea with the Marketing Week exhibitors, 10.30am to 11.00am

Session 1B and 1C delegates

Session 1C

11.00am to 12.15pm

21st century communication – social media in the new age

Stephen Yarwood, Lord Mayor of Adelaide

A self-confessed digital media 'nerd', Stephen will talk about his recent Lord Mayoral election campaign and how he utilised new media - as well as more traditional channels - to build support. As Lord Mayor, Stephen uses Twitter and Facebook regularly to promote his work and communicate with the community. In his session, Stephen will also talk about the benefits and challenges of using social media as a public figure in the 21st century.

Presented by the University of Adelaide

Gala Awards Lunch

Session 1D

12.30pm to 2.45pm

Media overview

John Hartigan, News Limited

Gala Awards Luncheon includes the announcement of the Emerging Marketers' Internships and the presentation of Australian Marketing Institute' South Australian Awards for Marketing Excellence

Registration includes lunch and refreshments

Presented by the Australian Marketing Institute

Session 1E

2.45pm to 3.45pm

'Wine as a social bond'

Engaging wine buyers through virtual brand communities and other e-based channels

Dr Roberta Veale, The University of Adelaide

When a product category or activity becomes highly meaningful for consumers, communities emerge around it. This interaction is now facilitated by the Internet (but seldom exclusive to it). This has empowered consumers and enabled them to build a stronger stakeholder group, giving them a louder voice. A major implication of this is that consumers are very active in creating brand meanings and marketing managers exert far less direct control. In this presentation Dr Veale will discuss control and influence, who moderates eWOM discussion and how to keep information flowing..

Presented by the University of Adelaide

Registration include afternoon tea with the Marketing Week exhibitors, 3.45pm to 4.00pm
Session 1E and 1F delegates

Session 1F

4.00pm to 5.15pm

Collaborating on the inside, outside and with crowds

Peter Williams, Deloitte Digital

- The new art of the possible
- Clouds and crowds
- Formula for engagement
- Success stories.

Presented by the Australian Marketing Institute

Session 1G

Keynote Presentation

5.30pm to 7.00pm

Hotel towels, chocolate chip cookies and a murder in Los Angeles: the truth about connectivity in a digital world

Jon Steel, George Patterson/Y&R

Our industry is changing rapidly, and many of the old rules no longer apply. Each and every week we're introduced to a new device, a new technology, a new way of connecting. But just because we can use all these new toys, Jon will argue it doesn't mean that we should. At its heart, marketing communication is about making connections with real people, in the real world, and the best lessons about how to get it right lie not in technological possibility, but rather in our human experience.

Registration includes refreshments

Presented by the Australian Marketing Institute

Day 2

Wednesday 24 August

Day 2 sponsored by Hughes Public Relations

Session 2A

Q & A

7.30am to 9.00am

Cleverness, Collaboration and Creativity: what's the Client's role in a great campaign?

**James Calvert, The People's Republic of Animation, Russ Mitchinson, DDB Sydney, Jason Hollamby, FNUKY, Christian Russell, Clemenger BBDO Adelaide, David O'Loughlin, (SATC)
Moderator: Tim Burrowes, Mumbrella**

Registration includes breakfast

Presented by the Communications Council of Australia

Session 2B

9.15 am to 10.30am

The elephant in the room - the case for more strategic planning

Sudeep Gohil Droga5

Every client survey seems to put strategic planning, business planning or just 'thinking' at the top of their agency requirements wish lists. How many times have we heard 'showing a better understanding of our business needs' or 'demonstrating key insights into our target' as rationales from clients when switching agencies...so why is Strategy Planning the least well defined, most misunderstood, most revered, most feared and most 'un-costable' discipline in communications today?

Presented by the Communications Council of Australia

Registration includes morning tea with the Marketing Week exhibitors, 10.30am to 11.00am
Session 2B and 2C delegates

Session 2C

11.00am to 12.15pm

Experiences at the speed of web: how online experiences are changing everything!

Michael Kordahi, Microsoft Australia

- Great user experiences can make your software game changing (or at the very least in demand by your users).
- The web is far broader than the browser. Learn how web experiences should span devices, users and scenarios.
- What will the next generation of apps and engagement look like? Will they look the same as they did in the past 2, 5 or 10 years?

Presented by TAFE SA

Session 2D

12.30pm to 2.00pm

Australia's Festival City

Douglas Gautier, Adelaide Festival Centre

- Positioning Adelaide as a creative and cultural hub
- Punching above our weight nationally and in the region
- The role in this of the Adelaide Festival Centre as a creative and community leader.

Registration includes lunch and refreshments

Presented by the Australian Marketing Institute

Masterclass - numbers strictly limited

2.00pm to 4.00 pm

Strategy Planning

Sudeep Gohil Droga5, Russ Mitchinson, DDB Sydney

At the heart of all creative technique is the idea that you need to be taken away from your problem to generate fresh ideas. Skill-up attendees so they can more actively participate in and run a variety of workshops, leading to better, brighter and quicker thinking. This is a two hour workshop with the best in the business of strategic planning. Book early as places are limited to 20.

Session 2E

2.00pm to 3.15pm

Fishing where the fish are

Chris Taylor, 10 Network

In the ever increasingly fragmented world of media, the fierce competition for eyeballs by the media and advertisers has never been greater. Keeping up with trends and staying ahead of the game is critical to the success of all outlets, and in particular for "traditional" media. Free-to-air television networks have had to step-it up over the past few years to ensure that their industry will not be eroded, but grow in the future as the landscape transforms. TV viewing has increased thanks to multi-channelling over the past 2 years and the internet. A free-to-air television network must bring together its current assets and invest in potential new ones to ensure that they stay relevant and attractive to the masses, for the future of their industry and the continuation of investment in quality content for consumers.

Presented by the University of South Australia

Registration includes afternoon tea with the Marketing Week exhibitors, 3.15pm to 3.45pm
Session 2E and 2F delegates

Session 2F

3.45pm to 5.00pm

Start a conversation...

Vince Frost, Vince Frost Design

That's how one company came to design a 1,000 page Indian Cookbook while rebranding an Australian City, rolling out airport signage for a national airline and creating a digital presence for an internationally-renowned conductor.

Everyone has a story.

Everyone has a message to share.

No matter where you are in the world, Frost* can help tell yours.

It's a virtuous circle.

The diversity of Frost* clients enriches us, gives us insight into what people want, what they like, how they feel.

At work, rest or play, people – you, us, everybody – are looking for meaning, for creativity.

We're all looking for a connection.

You have a story to tell. We love telling stories.

Let's start a conversation.

Presented by the Australian Graphic Design Association

Session 2G

5.15pm to 6.45pm

Analogue to digital: Organisation wide adoption of digital

Colin Yeung Digital Market Square (DMSq)

How did a traditional sports facility management business spend the past 2.5 years updating its marketing activity into the digital age? MSAC is home to a myriad of communities and an enviable list of facilities. Complimenting this story will be advice and knowledge on how you can successfully embrace a digital strategy for your own organisation. What to look for, how to best select, work with and partner with an agency to assist your organisation's approach in integrating digital as a whole of business imperative.

Registration includes refreshments

Presented by the Communications Council of Australia

Day 3

Thursday 25 August

Session 3A

7.30am to 9.00am

Collaboration in a crisis

Professor Nicholas Procter, UniSA

The Public Relations Institute of Australia invites you to 'Come Together' for an informative panel on 'Collaboration in a crisis – how working together can achieve results'. With real and perceived crises attracting unprecedented publicity and public opinion, join some of Australia's leading crisis management experts from fields including mental health and immigration as they share their stories on the growing importance of collaboration in a crisis. Headlined by Professor Procter – Chair of Mental Health Nursing, School of Nursing and Midwifery at the University of South Australia this event is sure to provide some food for thought to start your day!

Registration includes breakfast

Presented by the Public Relations Institute of Australia

Session 3B

9.15am to 12.15pm

How to start a glocal brand locally incorporating social media.

Prashant Hari, Cloud 9 Creationz & Colmar Brunton

This presentation showcases some of the remarkable changes happening in the digital sphere, how people can use, implement and collaborate with others within the digital space using social media to start a global brand...locally! It also looks into how businesses and corporations can start understanding some of the vast changes happening within the digital space by better understanding what's happening and how to stay on top. Connect with those who add value to your brand and business, and ultimately harness the exciting changes happening for their personal and professional benefits. This is a practical case-study which uses real life examples across social networks like Facebook, Twitter, YouTube, LinkedIn and others to bring to life the paradigm shift affecting all advertisers, marketers and researchers.

True customer collaboration

Bob Sharma, Telstra

Many industry commentators have asked when research will get into the boardroom. Who cares really if research is in the boardroom as long as the customer view gets in there! No true customer connection is possible without pain and no real connection can be made via a one off, 15 minute online survey with a customer once a year. It takes time, it takes multiple conversations or interactions, it takes an ability to listen, it takes two way communication, it takes trust, it takes patience and strong analysis. This presentation will demonstrate that customer experience research can affect business change through encouraging simplicity.

Registration includes morning tea with the Marketing Week exhibitors

Presented by the Australian Market and Social Research Society

Session 3C

12.30pm to 2.00pm

Its not just about the art

Katrina Sedgewick, Adelaide Film Festival

Presenting a festival requires a critical mass of resources and collaboration – and financial support - between cultural partners, sponsors, the media and a host of individuals. In a time of shrinking government budgets, corporate support and sponsorship plays an increasingly vital role in arts delivery. Join BigPond Adelaide Film Festival Director CEO to explore the journey a festival takes from the germination of ideas to the delivery of the vision and how collaborative sponsorships can reward all parties.

Registration includes lunch and refreshments

Presented by Flinders University

Session 3D

2.00pm to 3.15pm

Five personal decisions which will impact every aspect of your marketing career

Dr James Cowley

Changes of colossal proportions are taking place which will impact the entirety of marketing as we know it. For the vast number of companies, these issues are not even being debated and those that recognise some of them are just starting to scratch the surface. Because we are locked into mindsets and theories of marketing that predominantly describe the past, we hardly recognise the impact these changes will bring. This session will discuss five major changes, each one focusing our minds on a very focussed decision that we have to take away, think about and make. The result of that decision will impact the absolute fundamentals of how we will individually approach marketing in the next decade. Most people don't even recognise there are decisions to make; many will revert to the safety and road to oblivion of the past. But some will recognise the size of these changes, and the opportunity they afford, and how radically new thinking could be joined to the best of existing practice.

Presented by Emerging Marketers, a special interest group of the Australian Marketing Institute

Registration includes afternoon tea with the Marketing Week exhibitors, 3.15pm to 3.45pm

Session 3D and 3E delegates

Session 3E sponsored by Exact Target

3.45pm to 5.00pm

5 things consumers want from interactive marketers: top tips to improve engagement across email, Facebook, and Twitter

Eric Prugh, Exact Target APAC

This report goes beyond the theoretical to provide real, actionable advice that marketers can follow TODAY. What's inside this report for marketers:

- Top things consumers want from interactive marketers
- Specific steps marketers should take to meet those needs
- Practical ways to improve engagement across email, Facebook, and Twitter

Presented by the Australian Marketing Institute

Keynote Presentation

Session 3F

5.15pm to 6.45pm

Dare to dream

Nick Baker, Tourism Australia

Oprah was one of those dare to dream projects that came true. From the day Oprah's Ultimate Australian Adventure was announced, it ignited a spark that drew the country and industry together to host one of the world's most influential people and 302 of Ms Winfrey's ultimate viewers. Logistically it was a huge undertaking, involving a myriad of stakeholders, but in the end it was a success and it demonstrated the very essence of the brand there's nothing like Australia. Core to the visit was to make compelling television content that would inspire people around the world to visit our country and to integrate this with online content and tactical campaign activity that would convert the interest into actual visits. For Australians, we wanted to ensure that the country would be featured in a way that would make them proud. The results so far have been phenomenal with Oprah's four hour television love-fest highlighting what is great about Australia in her words, not ours.

Registration includes refreshments

Presented by the Australian Marketing Institute

Young Marketers: Battle of the Creatives

Session 3G

6:00pm to 9:30pm Black and White Room, Colonel Light Hotel

How much do you really know about the SA marketing industry?

Come and see young media, marketing and advertising specialists collaborate creatively as they are tested in an on stage battle of marketing wits, Spicks and Specks SA style. At the 'Young Marketers: Battle of the Creatives' event you'll be able to see speakers from Marketing Week and from SA work together to answer trivia questions from the Mayor of AdTown about "Heaps Good" marketing campaigns and SA marketing gossip. Prizes are to be won for audience participation!

'Young Marketers: Battle of the Creatives' is one of the only events where you can soak up the knowledge and mingle with the stars of Marketing Week. So if you are a young professional who wants to build your social and professional networks outside your usual confines, come to the ,Young Marketers: Battle of the Creatives, event for a night of fun, education and star spotting.

Presented by the Emerging Marketers, a special interest group of the Australian Marketing Institute

Day 4

Friday 26 August

Session 4A

7.30am to 9.00am

Critical issues facing marketers in a digital age.

Jodie Sangster, ADMA

Formerly ADMA's legal eagle and fresh from a five year stint with the US Direct Marketing Association, ADMA's new CEO Jodie Sangster will cover some of the most critical issues facing marketers in a digital age. Data privacy, behavioural advertising, and arm wrestling with government are a few of the areas you'll get up to speed with over breakfast in this must see session for marketing decision makers

Registration includes breakfast

Presented by the Australian Direct Marketing Association

Session 4B

9.15am to 10.30am

Insights and Inspiration – How big data is changing business

Tony Davis, Quantum

Tony Davis, ADMA Chairman and CEO of data consultancy Quantum, will share some of his experience of uncovering gold in company data. Hear about what to look for, how to uncover marketing opportunities, and how to action them.

Presented by the Australian Direct Marketing Association

Registration includes morning tea with the Marketing Week exhibitors, 10.30am to 11.00am

Session 4B and 4C delegates

Session 4C

11.00am to 12.00pm

The Lion's Stage

Matt Batten, Wunderman

Matt Batten, Creative Director of Wunderman and the only Australian judge of the 2011 Cannes Direct Lions, takes us through his experience of advertising's biggest and most coveted awards, and provides some insights on what it takes to get to the Lion's stage

Presented by the Australian Direct Marketing Association

Session 4D

12.30pm for 1.00pm to 3.30pm

SA Marketing Lunch

Creativity, competition, collaboration

Yvonne Adele, Ideas Culture

The Industrial Revolution and Information Age levelled the playing field in business. In the 21st century, even the smallest company can now access the world's best systems, efficiencies and high tech tools. It's getting harder and harder to create a genuine competitive edge. Welcome to the Age of BIG Ideas, where success now relies on finding a constant supply of fresh ideas, followed up with swift activation. Yvonne guarantees to unleash the creative thinking powers in every delegate.

Registration includes 3 course lunch and refreshments

An initiative of the Australian Direct Marketing Association