

B&T DIGITAL BOOTCAMP 2008 INFORMATION

DATES AND VENUES:

Brisbane	Marriott hotel	25 June 2008
Perth	Hyatt Regency	2 July 2008
Auckland	Hilton	5 August 2008
Sydney	Australian Technology Park (ATP)	3 September 2008
Melbourne	Park Hyatt	30 September 2008

REGISTER NOW

Cost: Early bird rate of \$545.00 incl gst
\$645.00 incl gst per delegate, book before 2nd June to receive an early bird discount.

Web: www.bandt.com.au/bandtevents
Call: 1300 360 126
Email: bandtevents@reedbusiness.com.au

Registration includes full day seminar attendance, and course notes.
Refreshments, lunch and post seminar drinks will also be provided

REGISTRATION DETAILS

Mr/Ms/Mrs: _____
FIRST NAME SURNAME

Job Title: _____ Company: _____

Address: _____

Suburb: _____ State: _____ P/code: _____

Tel: _____ Fax: _____ Email: _____

Please send me an invoice **OR** Enclosed is a cheque payable to Reed Business Information for \$ _____

OR Please debit my: MasterCard Visa Amex Diners

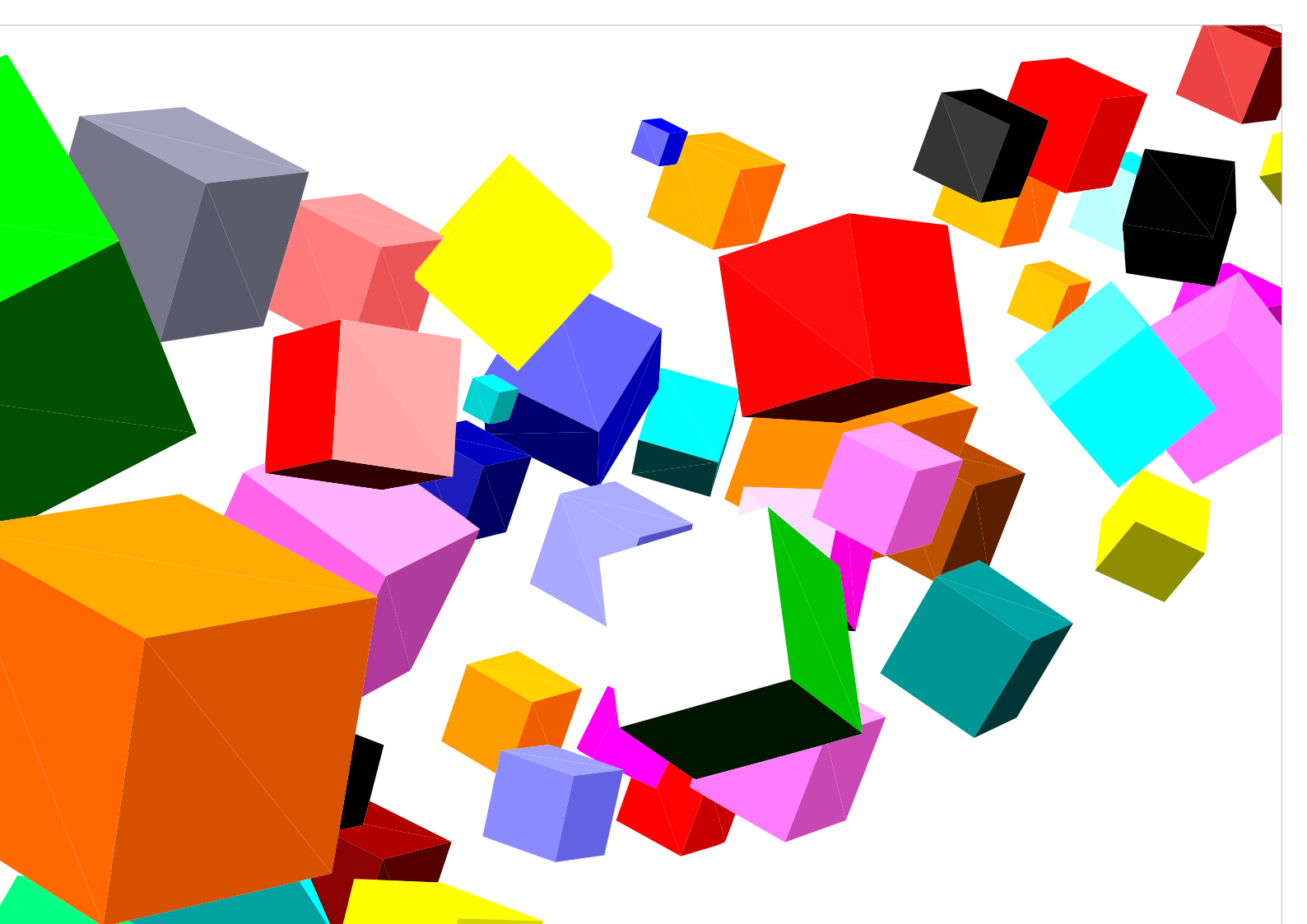
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Cancellation Policy: In the event you are unable to attend the event, a replacement delegate may be sent in your place. Should you wish to cancel your registration, Reed Business Information (RBI) will refund the cost of your registration less an administrative fee of AUD\$150.00 including GST per delegate, provided RBI receives the cancellation in writing by fax or email at least 15 working days prior to the event. Cancellations made with the 14 days of the event will not result in a refund. RBI may need to alter the programme prior to the event and reserve the right to do so without notice. RBI also reserves the right to cancel or postpone the event and if doing so a delegate refund will be issued.

Disclaimer: Please note that all prices are in Australian dollars and include GST. Reed Business Information (RBI) will make every effort to ensure that the event and the programme will take place as scheduled. RBI reserves the right to delete or alter items on the programme and will not take financial responsibility for changes that are the result of events beyond their control.

Privacy Information: Reed Business Information (RBI) is committed to handling your personal information in accordance with the Privacy Act. If you do not provide the information requested, we may be unable to process your registration or enquiry. RBI may use this information to keep you informed about offers and information with associated third parties.



DIGITAL bootcamp

Building your interactive knowledge

30 SEPTEMBER 2008

PARK HYATT, MELBOURNE

B&T

DIGITALMEDIA

B&T DIGITAL BOOTCAMP 2008 SPEAKERS & CONTENT

SESSION 01 9.00-10.00am



THE FUTURE OF DIGITAL MEDIA SPEAKER

Mike Walsh,
Managing Director,
Tomorrow Pty Ltd



What is the future of digital media? Digital Bootcamp convener Mike Walsh will take you through the topic of his new book "Futuretainment" and look at how technology will transform the media and entertainment industry.

- How media is changing
- What we can learn from Asian digital consumers
- New advertising models

SESSION 02 10.00-10.40am



BASIC TERMINOLOGY (ONLINE & INTERACTIVE) SPEAKER

Simon Goodrich,
Managing Director,
Portable Content



With the ever-changing world of technology and digital use, this session looks at the A-Z of online and interactive terminology.

- New products and technology terms
- Traffic and Audience measurement terms
- Interactive Advertising terms
- Web 2.0 terms

MORNING TEA 10:40 - 11:00am

SESSION 03 11.00-11:50am



SEARCH & DIGITAL MEDIA SPEAKER

Andrew Beecher,
Director of Sales & Marketing,
Ansearch Limited



Search Engine Optimisation (SEO) is all about understanding how to optimise your website in such a way that it will appear higher in the search rankings. In addition, Search Engine Marketing (SEM) is paying for web traffic via paid click and is targeted, direct and measurable. What are the benefits of SEO & SEM and how do they both benefit online advertising?

- Search and why it is so critical to online marketers
- SEO basics - get it right before you spend
- SEM - overview and top tips
- Growth of mobile search

SESSION 04 11.50-12.40pm



DIGITAL ANALYTICS SPEAKER

Megan Clarcken,
Managing Director, Pacific,
Nielsen Online



The online world is constantly changing. How can advertising agencies and marketers find information, data and insight to take advantage of different analytic measurements available today?

- What tools are available to monitor and analyse web traffic
- How to define and track your target market
- How do you rank against your competitors
- Use analytics to understand your customers better
- How to spot emerging trends

LUNCH 12:45 - 1:45pm

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BBC
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postclick
media on the money

heraldsun.com.au

SILVER

mediamotive
advertising solutions

SESSION 05 1.45-2.30pm



MOBILE ADVERTISING SPEAKER

**Martyn Raab ,
Head of Mobile Sales ,
MediaSmart**



With the advent of the 3G mobile network and the new generation of mobile phones released, the mobile phone is poised to be the next big area of growth in both consumer use and advertising spend.

- The future growth of mobile advertising and mobile internet
- What forms of advertising are currently available
- How the mobile user experience differs from traditional online
- How to best integrate mobile advertising into your current ad campaign
- Mobile usage measurement

SESSION 06 2.30-3.20pm



SOCIAL NETWORKING SPEAKER

**Peter Williams,
CEO,
Deloitte Digital**



Social Networking in the past five years has rocketed from a niche activity into a phenomenon that most Australians connect to everyday.

- What are the current social growth areas
- Will it or has it overtaken mainstream media
- How can advertisers utilise social networks
- Use of social networks for viral marketing
- Can advertisers benefit from business blogs and other business network tools

AFTERNOON TEA 3:30 - 3:40pm

SESSION 07 3.40-4.20pm



PERMISSION SPEAKER

**Jeff Glazer,
Sales & Marketing Director,
Permission Corp**



Permission marketing has many different names like Opt-in Marketing, Email Marketing or eMarketing. It is simply an effective way to get through the marketing clutter to consumers who are interested in your product.

- What are the different forms of permission marketing
- What response rates can you expect
- How do you define your target market
- Permission marketing ROI
- What do I need to know about the privacy act or other local/international laws
- How to effectively integrate permission marketing into direct marketing campaigns.

SESSION 08 4.20-5.00pm



RICH MEDIA SPEAKER

**Sam Smith,
Sales Strategy Director,
Yahoo7**



The term "rich media" or interactive media has a loose definition. What are the current categories defined as rich media and where is rich media going?

- How can rich media be used effectively by brands
- Creativity vs technology
- Guidelines and best practice
- Showcase of creative case studies

* This program is subject to change

DRINKS/NETWORKING 5:00 - 6:00pm

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