

B&T DIGITAL BOOTCAMP

Get ahead in interactive

B&T Digital Bootcamp Brisbane

13 August 2009
Stamford Plaza Brisbane

Presented by Jules Hall

Jules Hall is Managing Director of The Hallway, an independent strategic communications agency based in Sydney.



TOPICS

DIGITAL MEDIA

Jules Hall
Managing Director
The Hallway

MOBILE ADVERTISING

Geoffrey Handley
Co-Founder & New Business Director
Hyperfactory - Asia Pacific

BEHAVIOURAL TARGETTING

Peter Ostick
National Sales Director
Microsoft Media Network

PERMISSION MARKETING

Mark Halstead
Managing Director
3D Interactive

SEARCH

Kevin Walsh
Executive Media Director
Neo@Ogilvy

SOCIAL MEDIA

Tim Buesing
Creative Director
Holler Sydney

ROI (Measurement, Analytics, Optimisation)

Nick Adams
Director of Direct Marketing
Westpac

Learn about the latest developments in the digital design space, the **fastest growing sector** in the marketing world. **Ideal for marketers and media planners/buyers** looking to broaden their knowledge of the interactive world.



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STONELEIGH
—MARLBOROUGH—
NEW ZEALAND



3D interactive
Interactive. media. sales



ABSOLUT
Country of Sweden
VODKA



Program

8.30 - 8.55am	Registration
9.00am	Welcome
9.05am	Session 1 Future of Digital Media - Jules Hall will open the day with a look at the impact of digital marketing on brand communications. Supporting theory with case studies, Jules will identify ways that marketers can get the best from their digital communications.
10.00am	Session 2 The ultimate social media test: Would you rather watch cute kittens? - On the social web our ideas and content compete with practically everything that has ever been published on it. We analyze how some campaigns successfully captured the web's attention (and beat the kittens).
10.40am	Morning Tea
11.00am	Session 3 ROI (Measurement, Analytics, Optimisation) - Often the measurement, analysis and optimisation of interactive campaigns can seem complicated and problematic. Bringing a client perspective to the challenge, Nick will share approaches for forecasting and planning, in-campaign optimisation and defining simple to use success measures. In addition, attendees will leave the session with an easy to use framework that can be used to help understand what's working and what is not in your interactive campaigns.
11.50am	Session 4 Mobile Advertising - 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.
12.45pm	Lunch
1.45pm	Session 5 Behavioural Targeting - Exploration into the development of Behavioural Targeting and the natural evolution of engagement of consumers and business.
2.30pm	Session 6 Permission Marketing - 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.
3.30pm	Afternoon Tea
3.45pm	Session 7 Search Engine Optimisation - 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? Plus see how Search is evolving to form an integrated part of above the line advertising.
4:30pm - 5:30pm	Cocktail Function - sponsored by Microsoft

* This seminar will also run in Melbourne and Sydney. For more information visit www.bandt.com.au/bandtevents

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Early Bird Rate \$545.00 (incl. GST) *Early bird rate ends 23 July 2009.*

Standard rate \$645.00 (incl. GST)

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Brisbane - Thursday 13 August 2009, Stamford Plaza Brisbane,
Cnr Edward & Margaret Streets, Brisbane

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