

# B&T DIGITAL BOOTCAMP

Get ahead in interactive

## B&T Digital Bootcamp Sydney

20 October 2009  
Dockside, Cockle Bay

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 TARGETING

**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

**Marc Loveridge**  
Co-founder & Managing Director  
Market United

#### ROI (Measurement, Analytics, Optimisation)

**Nick Adams**  
Director of Direct Marketing  
Westpac

#### RICH MEDIA

**Bernie Johnson**  
Director  
Adrenalin Media

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.



# Program

|                 |   |
|-----------------|---|
| 8.30 - 8.55am   | <b>Registration</b>   |
| 9.00am          | <b>Welcome</b>  |
| 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 Bright Ideas for dark times - As budgets tighten, organisations are increasingly turning to social media to deliver both reach and results. This presentation will delve into a number of local and international social media campaigns and analyse their underlying strategies.   |
| 10.40am         | <b>Morning Tea</b>  |
| 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         | <b>Lunch</b>  |
| 1.30pm          | 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          | <b>Afternoon Tea</b>  |
| 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          | Session 8 Rich Media - Companies are now using interactive media to engage with customers in ways never before imaginable. Rich Media can bring-to-life a campaign and maximise the experience which customers have with your brand. The web has come a long way from the days of banner ads and tiles - see how you can utilise Rich Media to add value to your online campaigns.  |
| 5:15pm - 6:15pm | Cocktail Function - sponsored by Microsoft  |

## REGISTER NOW

**Early Bird Rate \$545.00** (incl. GST) *Early bird rate ends 29 September 2009.*

**Standard rate \$645.00** (incl. GST)

### REGISTER TODAY

Sydney - Tuesday 20, October 2009, Dockside Sydney,  
The Balcony Level, Cockle Bay Wharf, Sydney

### YOUR DETAILS

\_\_\_\_\_  
FIRST NAME SURNAME

Company Name \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ State: \_\_\_\_\_ P/code: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

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### HOW TO REGISTER:

Mail your completed registration form to:  
Locked Bag 2999,  
Chatswood NSW 2067

Fax: Credit Card registrations can be faxed to (02) 9422 8777

Phone: (02) 9422 2257

Online:  
<http://www.bandt.com.au/bandtevents/>

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