

Social Media Marketing Bootcamp

Learning how to leverage Web 2.0 and Social Media sites to market your brand and control your message

Swissôtel Sydney

4th & 5th February 2010

"Without promotion something terrible happens... Nothing!"

P.T. Barnum

Learn how to master social media marketing tools to enhance your business exposure, heighten brand awareness and capitalise on the ROI.

 marcusevans

Attend this practical forum and gain insights into:

- **Identifying** the best practices from companies which have successfully implemented social media marketing campaigns
- **Knowing** what are the best sites and tools out there in order to gain a better business exposure and build brand awareness
- **Managing** your online reputation
- **Optimising** the time and flow of information resulting from your social media marketing campaign
- **Monitoring** and measuring the ROI from Social Media marketing

What past delegates had to say:

"Fantastic presentations across a broad range of topics"
MLC

"Excellent conference focused on topic with predominantly quality presenters + quality information"
Spotless Group

"Event was well run and the topics were extremely relevant, this is not always the case with events"
Coca Cola

"Fantastic line up of speakers, discussing, interesting and challenging topics"
Television New Zealand

"Each speaker / presentation delivered at least one 'a-ka' moment, a little gem to take back to the office and change the way we approach + communicate insights."
Lenard's Pty Ltd

***Early Bird & Group Discounts**
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Presenting an interactive workshop:

Implementing successfully social media marketing plan from scratch - avoiding the pitfalls and getting the ROI that you expect

Facilitated by Social Media expert:

Laurel Papworth Social Network Strategist

Laurel has been a virtual communities/online Community/Social Network consultant since 1989 when she was involved in Twin Peaks IRC and Usenet groups online. For the last decade, Laurel has been running virtual worlds and MMORPGs as a game moderator, forum admin, customer service manager and marketing consultant. Laurel has a patent in social network currencies and is considered a leading social media monetization strategist worldwide.

Featuring leading case studies and expert presentations by:

Jane Mallam Director Strategy and Research
Tourism Queensland

Robyn Quinn Marketing Manager
Doritos

Damon Paull Product and Marketing Manager
Nissan Australia

Chris Noble General Manager
WorldNomads.com

Peter Noble CEO
Citrus

Charles Clapshaw Managing Director
Russ Tucker Digital Creative Director
Whybin(TBWA)Tequila

Alan Long Research Director Asia Pacific
Hitwise

Brigitte Murray Marketing Director
Ben Bytheway E Media Manager
Campus Living Villages

Darren Smith Online Content Manager
Greenpeace Australia Pacific

Emily Rayner Interactive Content Director
Austereo Group Ltd

Leon Bombotas Online Planning & Analytics
Telstra

Andrew Quek Alumni Officer
University of Queensland (Alumni and Community relations)

Melanie Paris E-Commerce Manager
Red Group Retail - Borders

Jye Smith Social Media Strategist
Switched On Media

Endorsers



Media Partner



Thursday 4th February 2010

0830 Registration and coffee

0845 Opening address from the Chair

0900 Session One – Case Study

The Best Job in the World: how a good idea became a worldwide hit

Who on earth wouldn't want to get paid \$150K to live in a multi-million-dollar villa on a stunning tropical island, in heart of the spectacular Whitsunday Islands? Learn how Tourism Queensland has implemented its incredibly smart social marketing campaign, by achieving an extraordinary amount of international exposure, spreading prolifically via email, word of mouth, blogs, social media sites and media coverage all over the world.

- The implementation of the campaign – challenges encountered
- Monitoring thousands of entries all around the world...how do you manage that?
- The 'After Ben Southall' – measuring the outcomes of a worldwide campaign

Jane Mallam Director Strategy and Research
Tourism Queensland

0945 Session Two – Expert Insight

Help! There are a whole number of sites and tools out there... which ones are the best for my Company?

- The timeline of social media – what were the precursors to the current batch of tools
- Who's using social media? Market shares, demographics, socio-economic profiles
- Understanding what social media sites are best to focus your efforts on depending on markets (audience segmentation in Australia & Asia Pacific)
- What companies are winning from social media – a snapshot of some of the leading businesses having success in drawing users from social media sites

Alan Long Research Director Asia Pacific
Hitwise

1030 Morning refreshments and networking break

1100 Session Three – Case Study

Tying different social media efforts together cohesively into one solid strategy

Reaching over 4.5 million Australians weekly through our radio stations and 1.4 million through our websites, Austereo is one of Australia's most exciting and progressive entertainment based Media Companies. Learn how Austereo is successfully using a combination of traditional and new media platforms to communicate with their audience.

Emily Rayner Interactive Content Director
Austereo Group Ltd

1145 Session Four – Case Study

Measuring the ROI and effectiveness of a social media marketing campaign: the only thing that really matters

- Making sense of online conversations and measuring their impact and effect on brand valuation
- Using tools and methodologies in interpreting relevant content online for greater business success
- What you should measure and how to do so in order to know the effectiveness of your social media marketing
- Understanding the importance of delivering actionable data
- Measuring your progress and outcomes of your social media efforts as a core strategic competency for your business

Leon Bombotas Online Planning & Analytics
Telstra

1230 Networking Luncheon

Why you must attend

Static websites are no longer enough to build relationships with customers using the Internet. Websites have become the setting for discussion of ideas, opinions and transactions: Web 2.0 and the growth of social networking have created exciting tools for businesses to find and communicate with customers.

Now, the real challenge for marketers and advertisers alike is to leverage the power of these new social networks to create innovative and original brand experiences. Businesses that are not aware of these tools could be passing up opportunities to create a competitive edge and risk looking staid to an increasingly savvy and social Internet population. However, the entire social media landscape continues to change and evolve at a rapid pace. Companies who do not want to miss the 'social media marketing train' need to get a perfect understanding on where and how to start a successful campaign, and how they can efficiently measure their ROI.

marcus evans Social Media Marketing Bootcamp will give you new ideas directly applicable to your workplace. Attend this conference to learn how to capture the power of social media in your organisation, along with helpful tools, tips and techniques to get started and perform an efficient, successful marketing campaign.

1330 Session Five – Interactive Workshop

Implementing successfully your social media marketing plan from scratch- avoiding the pitfalls and getting the ROI that you expect

Reviewing the current state of social media: why you should not avoid it

- Did SMM kill traditional marketing Medias?
- Common misconceptions about social media- avoiding the pitfalls
- Knowing the current trends in social media
- The regulations behind social media marketing
- Selling SMM internally
- Investing today but...what about tomorrow: what social media platforms are customers going to be looking at in three years from now?

Setting up social media marketing campaign

- Knowing which are the "hot" social media tools your audiences are using and why you will need to use them
- Developing a sound social media strategy for your organisation
- Creating a checklist of things you will need to know before you start

Making 'connections'

- Implementing your social media strategy to successfully communicate and collaborate with your audiences
- Elaborating and creating an appropriate content
- Listening, engaging, and interacting with consumers to develop insights within communities
- Undertaking activities and engaging with members and bloggers

Measuring the effectiveness of the campaign - understand the metrics and what a successful engagement looks like

- Monitoring social media for your organisation
- Monitoring the web
- Filtering comments
- Measuring results on various social platforms over the Web

Facilitated by:

Laurel Papworth Social Network Strategist

Laurel has been a virtual communities/online Community/Social Network consultant since 1989 when she was involved in Twin Peaks IRC and Usenet groups online. For the last decade, Laurel has been running virtual worlds and MMORPGs as a game moderator, forum admin, customer service manager and marketing consultant. Laurel has a patent in social network currencies and is considered a leading social media monetization strategist worldwide. Currently in top Power150 bloggers for Marketing and Media worldwide, as collated by the global Advertising Age magazine, she is a popular keynote speaker around the world.

Workshop schedule

1330	Workshop begins
1500	Afternoon refreshments & networking break
1530	Workshop resumes
1700	Close of workshop

1700 Closing remarks from Chair and end of Day One

Who must attend

- Marketing
- Marketing Campaign
- Marketing Communications
- Marketing Research
- Consumer Insights
- Digital Strategy
- Brand / Product
- Advertising and Promotions
- Digital development and Strategy
- Future Brand Development

From:

- FMCG/ Retail/ Consumer Goods
- Utilities
- Entertainment and Recreation
- Hospitality and Hotels
- Tourism
- Other industries
- Media
- Banking & Finance / Insurance
- Pharmaceuticals / Healthcare
- IT/Telecommunications
- Government and the Public Sector

About the Media Partner



Formerly published as Direct Marketing: An International Journal, the mission of the **Journal of Research in Interactive Marketing** is to address substantive issues in interactive, relationship, electronic, direct and multi-channel marketing and marketing management. With its origins in the discipline and practice of direct marketing, the journal aims to publish progressive, innovative and rigorous scholarly research for marketing academics and practitioners.

Friday 5th February 2010

Register Now

Contact Sarb Powar at **marcus evans**

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F +61 (2) 9238 7286

www.marcusevans.com

0830 Registration and coffee

0845 Opening address from the Chair

**0900 Session One – Case Study
Encouraging cyber activism through social media channels: the Greenpeace experience**

A recent direct action Greenpeace conducted on Hay Point coal export terminal resulted in a 36hr occupation ending with the arrests of 16 activists. Learn how Greenpeace publicised what they were doing utilising disruptive media buying strategies and a co-ordinated social media engagement plan using Twitter, Facebook and You Tube as primary channels.

- Demonstrating the benefits and challenges Greenpeace encountered using social media
- Understanding the methods used for measuring response to this campaign
- Building on experiences to engage with more people in future campaigns

Darren Smith Online Content Manager
Greenpeace Australia Pacific

**0945 Session Two – Case Study
Using social media to listen, learn and respond in a way that both delivers value to your customers as well as your business- the Worldnomad.com experience**

- Giving a personal voice to your brand in order to engage effectively with your 'community' of customers
- Avoiding confusion on how to connect and for what ends - should I tweet? Facebook fan page vs group? My customers are talking, how do I control it?
- Putting your staff in front of your brand to engage and understand how to better provide value and support to your customers
- Listening and taking suggestions to create new opportunities previously not thought of
- Supporting CSR activities and meeting your commercial and marketing objectives
- Overview of Footprints- how raising \$700,000 and funding 50 projects around the world was beneficial for both sides

Chris Noble General Manager
Worldnomads.com

1030 Morning refreshments & networking break

**1100 Session Three – Case Study
The formulation of an e-communication strategy within the higher education sector, with a focus on the development of online and social media tools for student and alumni engagement**

The University of Queensland is developing an online community engagement project targeting alumni as part of its engagement strategy, to be launched in 2010. Hear about the challenges faced in engaging with over 190,000 living alumni scattered throughout 141 countries, the current steps faced in managing user expectations and the use of online and social media tools to enhance higher education engagement.

- Changing the paradigm – alumni engagement in a web 2.0 environment
- Using social media tools to enhance the student/alumni experience
- Face to face networking vs online networking – developing an integrated e-communications strategy

Andrew Quek Alumni Officer
University of Queensland (Alumni and Community Relations)

**1145 Session Four – Case Study
'You Make It – We Play It' - Doritos User Generated Content (UGC) marketing campaign**

Examining how the Doritos marketing team used You-tube to turn consumers into creative talents to develop their next television advert, and create buzz all around Australia

- The reason Doritos shifted from mass TV advertising to developing entertaining, interactive content
- How Doritos effectively seeded the program to maximise word of mouth and generate early engagement
- Some of the hard lessons learnt along the way
- How Doritos measured success

Robyn Quinn Marketing Manager
Doritos (Pepsico Group)

1230 Networking Luncheon

**1330 Session Five – Joint Case Study
Engaging with current and prospective residents – a case study in Facebook integration to enhance marketing and retention in student accommodation**

- Understanding the link between social media and Gen Y
- Facebook as a marketing tool: what's in it for you?
- The dos and don'ts of social media
- Building a brand that is trusted and relevant in the social media space
- Learning how to maximise the user experience
- Building social media integration into business operations

Brigitte Murray Marketing Director
Ben Bytheway E Media Manager
Campus Living Villages

**1415 Session Six – Joint Case Study
Borders' thrilling marketing strategy behind James Patterson's latest book: the 'Chain Thriller' concept**

Discovering how Borders developed an innovative social media strategy around a three-phase campaign through Facebook, Twitter, and RSS to generate conversation before the release of the new James Patterson's novel

- Bringing a book into life by creating awareness, participation and encouraging interaction around its release
- Setting up precise business objectives before the campaign
- Generating a buzz before the book release in order to boost the sales
- Increasing Borders' email subscriber database
- Building up new relationships through social media to later leverage
- Measuring the results and outcomes of the campaign

Melanie Paris E-Commerce Manager
Red Group Retail – Borders

Peter Noble CEO
Citrus

1500 Afternoon refreshments & networking break

**1530 Session Seven – Joint Case Study
Nissan Micra 'Tweet City' case study**

- The need to establish business outcomes for your Twitter campaign
- Measuring the social media activity that leads to business outcomes: tracking links, view pages and conversations
- Overview of the 'Tweealyzer' tools
- Engaging personally and building a relationship

Damon Paull Product and Marketing Manager

Nissan Australia

Charles Clapshaw Managing Director

Russ Tucker Digital Creative Director

WhybinTBWA\Tequila

**1615 Session Eight – Case Study
Paypal Australia: A look at a large blue chip corporate first successful step into social media**

- Using social media as an essential tool of 'effective influence'
- Setting up specific goals for the launch of PayPal Australia's Twitter profile
- Extending and maintaining an ongoing relationship with your influential community
- Using a blogger outreach program combined with a Twitter profile to build a relationship with the developer community

Jye Smith Social Media Strategist
Switched On Media

1700 Closing remarks and Forum Close

About the Endorsers



Formed over 15 years ago The Marketing Association is one of the most influential and highly respected professional and educational bodies for marketers in the Asia Pacific Region.

MAANZ offers both Personal and Corporate membership packages to provide you with the opportunity to achieve career advancement and enhanced credibility in the profession through profession development programs and access to the latest information on marketing practice. Membership of MAANZ also gives you substantial discounts on many major marketing conferences.

More Information www.marketing.org.au



The **Media Federation of Australia (MFA)** was formed in 1997 with an objective of supporting those Agencies that specialised in media services (ie. media research, strategic planning, media negotiation and placement). Today the MFA has a total membership base of 19 Media Agencies who are collectively responsible for over 72% of media billings in Australia.

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Social Media Marketing Bootcamp

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Fees

Standard Conference Fee AUD2,721.80 + GST / VAT (if applicable) per delegate
Conference documentation will be available online. A web site and password will be provided to you before the event.

Early Bird 10% Discount* A limited number of early bird seats are available. Please ask for details.

Premier Plus Discount* Bring 3 or more delegates to this event and benefit from a 10% saving. (Applies to full conference event only).

Documentation @ AUD599 + GST / VAT (if applicable) per set. If you are unable to attend the conference but wish to obtain the conference documentation, please complete the section above and return with payment. A website and password will be provided to access the documentation post-event.

* These discounts may not be used in conjunction with any other offer.

Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities including lunch and documentation also exist. Please contact **Peter Morgan** on +61 2 9238 7200 or email peterm@marcusevansau.com

Register Now

Contact Sarb Powar at **marcus evans**

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www.marcusevans.com

Code:E

Date: 4th & 5th February 2010

Venue: Swissôtel, 68 Market Street, Sydney, NSW 2000, Australia

Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact the hotel at +61 2 9238 8828 and make it clear that you are attending **marcus evans** conferences event quoting SY-MK1581 as a reference.

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Terms & Conditions:

- Fees are inclusive of program materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
- Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
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- Governing law: This Agreement shall be governed and construed in accordance with the law of New South Wales and the parties submit to the exclusive jurisdiction of the Courts in Sydney. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
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