

Innovations to transform
your online performance

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Online Marketing Show

29 – 30 June 2011 • Grand Hall
Olympia • London

THE ONLY SHOW BROUGHT TO YOU BY

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PART OF

MarketingWeek *live!*

Innovations to transform your online performance

The Online Marketing Show, brought to you by **newmediaage**, once again delivers inspirational advice and ideas to help you make sense of the ever changing digital landscape. Visit to ensure you harness the latest digital tools to produce online campaigns that deliver measurable ROI.

Even the most proactive marketers can find it tough to keep up with the latest digital innovations to drive campaigns

Unmissable and invaluable



Whether you take a couple of hours, or attend on both days, a little time away from the office will mean a huge difference to your online performance and results.

The benefits of visiting are endless!

- **Learn from global brands** and apply the latest thinking to your online campaigns
- **Find out what's new** in social media, mobile and apps, analytics, SEO, email and more
- **Source new products and techniques** to improve engagement with your market online and drive revenues

Return to the office inspired with practical achievable ideas to improve your future online performance.

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What's on

FREE New Media Age Conference

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Chaired by the experts at New Media Age, these sessions offer exclusive insight into tackling the latest online marketing challenges to achieve amazing results. Plus, A4U, Efficient Frontier and Experian will be imparting their expert knowledge and tips in digital marketing.

Book your FREE place today!



FREE Search, Affiliate and Display Presentation Arena

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Learn how household brands are using the latest ideas, techniques and tactics in search, affiliate and display to create campaigns with real cut through that deliver ROI.

Speakers include: Silverpop, Value Click, dotMailer and Media Co



FREE Mobile, Social Media and App Presentation Arena

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It's going to be popular! How are brands really using social media to good effect and what tools can help me? Embrace mobile marketing and apps, and truly understand how your brand can benefit. **Speakers include: Adestra, We Are Apps, Sitecore and Maximiles**

Register FREE www.onlinemarketingshow.co.uk

New Media Age Conference

Day 1. Wednesday 29 June



10.00 - 10.45

Key trends in online marketing:

new media age's view of the trends that are shaping the future of digital media and marketing.

Presented by:

Justin Pearse, Editor, **new media age**

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11.00 - 11.45

Understanding behavioural retargeting within affiliate marketing



12.00 - 12.45

Targeted advertising:

data is key to targeted advertising, but just how credible is third party data?

This session will answer such questions as: do I know exactly who is tagging my page; who is collecting my data and why; do I know where all my marketing suppliers get their data from and how credible and recent it is; what does the privacy directive mean for my business?

Presented by:

Gina Lovett, Reporter, **new media age**

Alex Tait, Director of Digital Acquisition, International Markets,

American Express & Chair, **ISBADigital Action Group**

Norm Johnston, Global Digital Leader, **Mindshare**

Ruth Boardman, Partner at legal firm **Bird & Bird**,

Head of International Privacy & Data Protection Group

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13.00 - 13.45

Online PR and reputation management:

key trends in the changing way that PR agencies work on digital accounts for clients, based on the results of the Reputation OnlineTop 100 PR agencies 2011 list.

Presented by:

Vikki Chowney, Editor, **Reputation Online**

Kerryn Dinsdale, Senior PR Manager, **Barclaycard**

Lara Leventhal, MD, **Eulogy! Group**

Marshall Manson, MD of digital, **Edelman EMEA**

Pete Goold, MD, **Punch Communications**.



14.00 - 14.30

How to use Facebook as a direct response channel



14.40 - 15.25

Launching a client across the performance marketing network



15.35 - 16.20 Social search:

how performance marketing is being applied to social platforms, and how they are being integrated into traditional search engines.

Why an active Facebook and Twitter profile will boost visibility within search results.

Presented by:

Will Cooper, Deputy/News Editor, **new media age**

Andy Mihalop, Head of Search, **iProspect**

Cedric Chambaz, EMEA Marketing

Lead for SMBs,

Microsoft Advertising



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16.30 - 17.00

The future of digital advertising



Reserve your place online NOW!

Exhibitors so far, some you know, some you should know...

■ = NEW EXHIBITOR

- A4U
- Aedra
- Adfero Limited
- AdInsight
- Adtech
- Advansys
(SEO Junkies)
- Affiliate Window Ltd
- Agillic Ltd

- Alterian (Poole) Ltd
- Campaignmaster
- Casual Films
- Clever-Touch Marketing
- Click Consult
- DA Group (Yomago)
- DigitalEO
- dotMailer Ltd
- Efficient Frontier

- Emailvision UK
- emarsys
- Etelligent
- Euston Digital
- ExactTarget
- Existem Affiliate Management
- Experian
- Fivelead
- Focus Integrated

- Fresh Business Thinking
- Global Gold Network / Suite 26
- Glow Labs
- Hillside Enterprises Ltd
(Writemysite.co.uk)
- Iconyx Ltd
- Imano
- iomart Hosting Ltd

Book today www.onlinemarketingshow.co.uk/conference





Day 2. Thursday 30 June



10.00 - 10.45

Key trends in online marketing:

new media age's view of the trends that are shaping the future of digital media and marketing.

Presented by:

Justin Pearce, Editor, **new media age**



11.00 - 11.45

Making sense of mobile:

monetising and utilising a rapidly growing channel



12.00 - 12.45

Online video:

what more can online video offer beyond the pre-roll, and how can brands leverage online video to drive direct sales as well as brand engagement?

What is V-commerce, and how can it work for your brand? What are the opportunities for integrating social media more within video, and what are the benefits for brands? What are the best ways of measuring the success of online video campaigns?

Presented by:

Jessica Davies, Reporter, **new media age**

Ed Couchman, Commercial Controller, Future and Digital Media Advertising, **Channel 4**

Paul Bennun, Digital Director, **Somethin' Else**

Peter Cowley, Founder, **Spirit Digital Media**



13.00 - 13.45

Mobile commerce:

what it is, how to make it work for your brand, and how it relates to the rapidly-growing sector of location-based services, including Facebook Deals and Vouchercloud.

Presented by:

Ronan Shields, Mobile Correspondent, **new media age**

David Fieldhouse, Co-founder and Strategy Director,

Lucidity Mobile

David Smith, MD, **IMRG**

Jason Taylor, VP Mobile Products, **Usablenet**

Jon Mew, Director of Mobile, **IAB**



14.00 - 14.30

Understanding the customer journey:

effective cross channel attribution



14.45 - 15.30

Paid and earned media:

media is very often split into three very separate disciplines of paid, earned and owned but as the web becomes increasingly interlinked, the opportunities for integration between them and the need to understand their relationship becomes even more essential for marketers.

Presented by:

Charlotte McEleny, Senior Reporter, **new media age**

Craig Hepburn, Global Digital Director, **Nokia**

Amy Kean, Director of Social Media,

Havas Media



15.45 - 16.15

Putting data at the heart of your multi-channel marketing strategy



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■ Analytica

■ Open market

■ Parker Software Limited

■ Periscopix

■ Postcode Anywhere

■ Propel London

■ Quova

■ Searchmetrics

■ Silverpop

■ Simply.com

■ Sitecore Ltd

■ Steak

■ Sticky Content Ltd

■ Studio 24 Ltd

■ The Institute of Direct

Marketing (IDM)

■ Theorem Inc.

■ Toluna PLC

■ Translate Media

■ TXD Limited

■ Value Click

■ We Are Apps

■ Wordbank Ltd

■ WUP - Web Usability Partnership

■ Why Communicate

■ Yomego

■ YourAmigo.com

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33% NEW EXHIBITORS THIS YEAR

New! for 2011

MarketingWeek *live!* Village...

Customer Loyalty

Once you have them how do you keep them?
Meet customer loyalty experts who will advise you on how to develop loyalty and incentive schemes to ensure your customers stick with you!

Drop in to the PR Advice Centre!

CIPR

The CIPR will be running the PR Advice Centre at Marketing Week Live – experts will be on hand to offer advice and answer your specific PR questions.



Pop in to the Idea Shop!

The very nice people at Ogilvy are hosting their Idea Shop at the Show. They will be giving free ideas to small and medium businesses and individual visitors! Meet some of the best creative minds and get a free idea! Find out more at: www.ideashop.ogilvy.co.uk

Ogilvy

The Inspiration Wall



What inspires you?
Show us, and we'll build the biggest inspirational wall by marketers yet!

Join in at: www.flickr.com/groups/inspirationwall

pitch presents:

categories from the Blades Awards, view the shortlisted entries and vote!

THE **BLADES** 2011



Total Motivation

Motivational marketing is a hot topic. Meet companies and brands demonstrating how motivation and incentive marketing can improve your campaign.



CreativeReview presents:

winners of the CR Annual 2011 and the top 20 logos of all time.

Experience Experiential!

Use emotion and experience to connect with your customers, find out how and see some great examples!

MarketingWeek presents:

The story of the 2011 Engage Awards...!



Improve campaign performance

Be inspired, challenge current thinking and refresh your integrated marketing strategies! Find out all that Marketing Week Live has to offer you and your team at www.marketingweeklive.co.uk

Your entry badge allows you FULL access to Marketing Week Live



The Online Marketing Show; Part of **MarketingWeek** *live!*

**Online marketing is just one part of the campaign...
Let us take you on a journey!**

MarketingWeek *live!* The destination for the modern marketer...
bringing together online marketing, data driven marketing, market research and retail marketing.

We know there's increasing pressure on marketers...
your time, changing job role, budget and pressure to stay up to date to deliver campaigns that contribute to the bottom line.

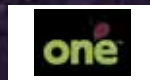
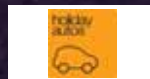
Allow us to help ease the pressure...
investing a small amount of time at **Marketing Week Live**, you'll be able to step away from the day to day, immerse yourself in what's new and discover nuggets of insight and inspiration to take back to the office, and improve your campaign performance.

FREE

Centre Stage

Where influential brands take to the stage.

An amazing opportunity to hear from leading global brands: interact, debate, question and network with truly inspiring marketing minds.



See more www.marketingweeklive.co.uk/centrestage



The Online Marketing Show takes place on 29 – 30 June 2011 at Olympia in London.

Register **FREE**:

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Each brings their unique expertise and knowledge to the event.
Meet the teams at the Show.

The conference programme is subject to change