



Building Brands In The Digital Space, 9th July 2007

9th July 2007

8.30 am – 5.30 pm

London Stock Exchange 10 Paternoster Square, London, EC4M 7LS

WPP Knowledge Communities, The Store and The Channel, partner to bring you an all day retail event focusing on the complexities of brand development in the world of digital communications. Be prepared to be inspired as leading industry experts share their knowledge on the hottest trends and concepts within this space. We'll explore leading edge technologies, share key principles for engaging shoppers and look at best in class examples of winning brands going beyond traditional marketing programs to create dramatic impact in crowded selling environments.

PROGRAMME

8.30 am Registration / Coffee

9.00 am Introduction

9.10 am Developments in Digital Media: Challenges and Opportunities for Brand Building
Simon Andrews – Chief Strategy Officer, Worldwide, Mindshare

9.40 am Harnessing the power of communities to build brands
Rory Sutherland - Vice Chairman, Ogilvy Group UK
Marketing disciplines are distinguished by little more than the way they define and identify target audiences. The last ten years has just presented us with a few hundred more...

10.10 am Building Brands and Customer Relationships Through Online Communities and Social Networks
Alex Norman – CEO, LiveWorld
Examples of how brands have built successful communities around customers, issues and products. Case studies include: BMW Mini, Campbell's, eBay, Dove, Hotels.com.

10.35 am Coffee

11.00 am Follow the Video
Nigel Hollis – Chief Global Analyst, Millward Brown
With the advent of PVRs and the Web, the power of TV to build brands appears to be waning. We examine the myths and realities of TV's demise and highlight the new roles that video can play to build brands and drive sales online and in-store.

11.30 am Building brands via mobile
Steve Griffiths – Managing Director, Iconmobile
Simon Dean – O2
12 million people now access mobile operator portals in the UK alone. But do brands know what to do with it? And will consumers accept it? We discuss the various innovative applications and with O2, share findings from their recent mobile advertising trial in the UK.



12.15 pm Panel Discussion / Q&A

12.45 pm Lunch

2.00 pm Retail as Media: from in-store video to Pump TV
Claire Merrick – Market Innovation Manager, BP

2.30 pm Using Digital Technology and Design to Improve Human Reactions
Andy Chambers – Managing Director and Founder, Digit
Including an overview what retailers and major brands are doing to co-promote product ranges & increase sales.

3.00 pm Using Interactivity to Create Lasting Brand Experiences
Catarina Norton dos Reis – Regional Account Director, YDreams
How to better engage and capture consumers, and how technology can be applied to create awesome brand experiences, using interactivity, and surprise to surpass expectations and create fun.

3.30 pm Afternoon Tea / Coffee

4.00 pm 3D generation of direct marketing
Shlomi Fogel – Chairman and Founder, Yooga
Experience a new generation of commercial and entertainment services for engaging and converting the home shopper via the internet and TV.

4.30 pm Keeping Up With Your Consumer - New Marketing Imperatives for the Always-on World
Matt Brittin – UK Country Manager, Sales, Google

5.00 pm Panel Discussion / Q&A

5.30 pm CLOSE

Registration:

Registration closes on 29th June. **Places are limited so early registration is advisable.**

Name and designation of all delegates required by closing date.

Contact Maria Larsson for registration or further information.

(mlarsson@wpp.com tel: + 44 (0) 20 7318 4900)

Cost:

WPP clients & prospects attend *free of charge*. Seize this chance to add value to your client relationship.

WPP delegates are charged £250 per head. Please note that due to limited availability of places, once attendance has been confirmed we are unable to offer cancellation of fees for non-attendance.