THE BEST OF GLOBAL DIGITAL MARKETING

PRESENTATION OF DIGITAL MARKETING CASE STUDIES WITH EXCELLENT RESULTS! IN-DEPTH ANALYSIS OF SUCCESSFUL CAMPAIGNS!
HOW YOU CAN APPLY THESE PRACTICES TO YOUR DAILY BUSINESS!

Case studies of: Microsoft Bing, Mini, Pepsico, Iceland Tourism, Unilever, L’Oreal, Starbucks, and many others

Ho Chi Minh City
7th June, 2012
Liberty Central Hotel
179 Le Thanh Ton Street, District 1,
Ho Chi Minh City, Vietnam.
Mike is a digital marketing trainer and consultant for several leading British and international educational institutions: Econsultancy, Chartered Institute of Marketing and Institute of Direct Marketing.

Mike has been in marketing since the 1980s and in digital marketing since 1995. He has held senior positions at several leading marketing organisations. His experience includes Procter & Gamble, Wunderman, Euro RSCG and Dra. fcb. Before starting his consulting work he was Head of Digital for the EMEA region at Jack Morton (Interpublic). He lectures and consults in many countries sharing his experience from all market sectors.

CV
- Managing Director at Mike Berry Associates
- UK Partner at Aprais
- Adjunct Professor Of Digital Marketing at Hult International Business School
- Marketing Adviser at The Hillingdon Hospital NHS Trust
- Head Of Digital, Jack Morton EMEA (IPG) at Jack Morton Worldwide
- Managing Director at SPIRIT Integrated
- Senior Vice President European Integration at Bozell Worldwide
- Board Director/ Group Account Director at Wunderman (Y&R)
- Marketing/Sales at Procter & Gamble

What is THE BEST OF DIGITAL MARKETING SHOW?

PRESENTATION OF DIGITAL MARKETING CASE STUDIES WITH EXCELLENT RESULTS!
IN-DEPTH ANALYSIS OF SUCCESSFUL CAMPAIGNS! HOW YOU CAN APPLY THESE PRACTICES TO YOUR DAILY BUSINESS!

This show is a presentation and analysis of the best recent “real-world” digital marketing case studies. It covers all areas of internet marketing, including email marketing, social media marketing, search and online display advertising.

Our team of experienced reporters and researchers collects the information. All case studies are covered in depth, with examples of creative work, video interviews with clients and their agencies.

The show is a lively, inspiring and analytical presentation of the best in internet marketing.

The format and our access to the key individuals responsible for these successful digital campaigns is unique – you won’t find such a thorough and analytical presentation of case studies anywhere else.

The main lessons from each award-winning case study are summarized and the delegates will go back to work with new knowledge, guidelines and improved digital marketing skills. Delegates will come away excited, inspired and full of new ideas to make their digital marketing – THE BEST!
AGENDA

09.45 – 10.00 Registration and Coffee
10.00 – 10.30 Introduction
10.30 – 12.00 Part 1:

INTEGRATED DIGITAL CAMPAIGNS
How to create successful International viral video campaigns
How to bring bold creative approach brings excellent ROI
How to integrate digital and traditional advertising
- Dulux paints - winner of NMA Digital Effectiveness Awards 2011
- PepsiCo Walkers Crisps - winner of Cannes Creative Effectiveness Grand Prix 2011
- Unilever Yumomi - winner of Europe MIXX Awards 2011
- ING Direct/Unicef – winner of Europe MIXX Awards 2011

SOCIAL MEDIA
How to get consumer insights using social media
The role of social media in customer service
How to monetize social media – combining social media and e-commerce
How to use social media in B2B marketing
- Iceland Tourism Promotion – Grand Prix winner of Euro Effies 2011
- Asos - winner of NMA Digital Effectiveness Awards 2011
- Dell (B2B marketing case study) - winner of Groundswell Awards 2011
- L’Oreal (B2B marketing case study) - winner of Groundswell Awards 2011
- Ally Bank - winner of Groundswell Awards 2011
- Lloyds Banking Group - winner of NMA Digital Effectiveness Awards 2011

12.00 – 13.00 LUNCH
13.00 – 14.30 Part 2:

B2B DIGITAL MARKETING
How to integrate email, direct mail, social media and telemarketing
How to reach B2B decision makers with email and social media
Winning email marketing strategies in B2B
- SODEXO Golf Championship - winner of B2B Marketing Awards 2010
- Thunderhead software for banks - winner of B2B Marketing Awards 2011
- Microsoft BING (B2B marketing case study) - winner of NMA Digital Effectiveness Awards 2011

MOBILE MARKETING
How to use mobile apps to promote traditional products
What kind of mobile apps bring real value to customers?
Using location-based mobile marketing to increase sales
- Starbucks - Grand Prix winner of NMA Effectiveness Awards 2011
- Mini Getaway – winner of Cannes Cyber Lion 2011
- Nike Training Club – winner of NMA Digital Effectiveness Awards 2011
- Premier Inn Hotels - winner of NMA Digital Effectiveness Awards 2011
- Auto Trader mobile app for dealers – winner of the Effective Mobile Marketing Awards 2011

14.30 – 15.00 Coffee Break
15.00 – 16.30 WHATS NEXT: Overview of latest trends and developments, conclusions
How to use the learning from the Worlds best digital marketing case studies in your work tomorrow?

16.30 The End
ORGANISATION: 

AUTHORISED SIGNATURE: 

ADDRESS: 

NAME: 

H/P: 

EMAIL: 

TEL: 

FAX: 

I ENCLOSE A CHEQUE FOR RM: 

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swift code: PNBKVNXX

7th June, 2012
Time: 8.30 - 16.30

Lunch and coffee breaks included

Liberty Central Hotel
179 Le Thanh Ton St., Dist.1, HCMC, Vietnam.

Please complete this form and fax it to +084 3827 7980

For more information please contact: Phuong Duyen
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Admission fee (Included VAT): $ 200

CONDITION: BOOKINGS ARE TRANSFERABLE, CANCELLATIONS NOT ACCEPTED.