

THE BEST OF GLOBAL

2012

DIGITAL MARKETING

NEW

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.

best marketing

VietnamMarcom^{edu}
Knowledge | Education | Solution



MIKE (UK) BERRY



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.

Three 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 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 Yunomi - 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

WHAT'S 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

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ORGANISATION:		AUTHORISED SIGNATURE:	
ADDRESS:			
NAME:			
H/P:		EMAIL:	
TEL:		FAX:	

I ENCLOSE A CHEQUE FOR RM:

VIETNAMMARCOM 8b Nguyen Trung Truc St., Dist.1, Ho Chi Minh City, Vietnam. T: +084 3823 9718 F: +084 3827 7980	Bank Transfer to: SOUTHERN BANK 6995218 swift code: PNBKVNVX
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NOMINATION FORM (Please photocopy for extra participants)

NAME:	H/P:
JOB TITLE:	EMAIL:
NAME:	H/P:
JOB TITLE:	EMAIL:
NAME:	H/P:
JOB TITLE:	EMAIL:
NAME:	H/P:
JOB TITLE:	EMAIL:

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.