

# MARKETING 2.0 CONFERENCE

## Conference Program

34 minutes ago from web



kateson

## Program March 30th

### 08h00-08h45 **Welcome and Registration**

### 08h45-09h00 **Opening Remarks**

Nils Andres, Brand Science Institute

Allen Kimmel, ESCP-EAP University

### 09h00-09h30 **The Social Media and Marketing Industry**

Nils Andres, Brand Science Institute

Mary Beth, Forrester

- \* Current Market Situation and Future Perspectives
- \* Success-Factors of Social Media Initiatives and the Marketing 2.0 Industry
- \* Chances and Risks for Brands, Media and Agencies in a time of a Marketing-Paradigm change

### 09h30-10h30 **Why Is Social Media so Important for Brands?!**

Moderator: Greg Pouy, Vanksen

Conny Kalcher, Lego

Richard Owen, Satmetrix

- \* Using NPS to improve the consumer experience and drive engagement
- \* Integrating the NPS into daily business activities
- \* Using consumer segmentation (LEGO's Affinity pyramid) to enhance consumer experience whilst providing insights for innovation
- \* LEGO's interaction and co-creation with its communities, e.g. Adult Fans of LEGO (AFOL)

### 10h30-12h00 **How Brands Integrate Social Media into Marketing Strategy and Daily Business?! Building Relationships to Improve ROI**

Moderator: Anne Valerie Hoh, CB News

Scott Monty, Ford Social Media

Charlie Schick, Nokia Conversations

Paula Berg, Southwest Airlines

- \* The blending of old and new – how the content has been used by mainstream media, new media, bloggers and enthusiasts
- \* Creating and strengthening a community of interest around social media/asset sharing/digital storytelling within Ford
- \* Creative Commons – what did legal have to say about it?
- \* Getting traditional media to wrap their heads around RSS
- \* Can big brands go beyond mass marketing via Social Media and Marketing 2.0
- \* What are the barriers to keeping the conversation flowing?
- \* Where is the value for the company, brand and the consumers?
- \* How Southwest has learned how to leverage today's social media tools to successfully support Company efforts
- \* How Southwest have effectively made, managed, and maintained successful online communities and share every lesson they've learned along the way.
- \* Real-life case studies and examples from the last three years of Social Media at Southwest Airlines

**12h00-12h30**    **How Brands Optimize Their Communication On Social Networks**

Introduction and Moderator: Fred Cavazza  
Damien Vincent, Facebook

- \* How social media impact brands communication and why it is crucial for them?
- \* How brands use the social networks in their communication.
- \* What are the tools and solutions available (metrics and case studies)?

**12h30-13h00**    **Building Communities and Social Media Experience with MySpace**

Olivier Hascot, MySpace

- \* How sub communities on MySpace are crucial for brands?
- \* How brands can use new communication methods to talk to consumers?
- \* What are the chances and risks to communicate in social-networks

**13h00-14h00**    **Lunch Break**

**14h00-15h00**    **How Brands integrate Social Media into Marketing Strategy and Daily Business?! Maintaining Relationships to Improve ROI**

Moderator: Elsbeth Eilander, Tijdschrift voor Marketing  
Martina Zavagno, Nike  
Alex Hunter, Virgin  
Georges-Edouard Dias, L'oreal  
Sven Markschläger, Jägermeister

- \* What is the right Social-Network and how do we approach our consumers
- \* Using digital tools to build, reinforce and maintain a relationship with young consumers
- \* Engaging bloggers and online community with the brand and the products
- \* The iPhone, the new frontier for brand connections
- \* The right social brand model – how do we engage consumers to participate
- \* What is in for us – The value of Word-of-Mouth and its effect on ROI
- \* 3 factors of success of Social Media Branding
- \* Digital Darwinism - From brand presentation to brand relationship and interaction
- \* Jägermeister @ Social Networks and the Social Media Hype

**15h00-15h30**    **Brands and Digital Touchpoint Management**

Moderator: Angela Natividad, MarketingVox.com  
Mathias Lüfkens, World Economic Forum

- \* Sharing of company and brand information on the tipping-point
- \* Losing control to make social media a win-win situation for companies and consumers
- \* Creating communities to give and take from market participants equally

**15h30-16h00 What We Don't Know About Marketing 2.0 in Social Media Craze?!**

Moderator: Euan Semple  
Scott Foe, Nokia  
Alex Macris, Themis Group

- \* We don't know anything about our customers!
- \* How to avoid customer confusion due to Marketing 2.0
- \* Creating ideas to avoid avoidance!

**16h00-16h45 Making Sense of the Social Web – From Asking to Listening**

Moderator: Martin Oetting, TRND  
Anthony Hamelle, Linkfluence  
Laurent Flores, Crmmatrix  
Fergus Hampton, MillwardBrown

- \* Market research2.0: how to garner insight from online communities
- \* ROI: straightforward quantitative metrics to measure and benchmark the success of brands and campaigns online
- \* Beyond online marketing: using social web campaigns as live pre-tests for wider (off & on) marketing campaigns
- \* „Consumer Participation Paradox“ – The challenge to serve and anticipate consumers needs and desires
- \* The move from a „market to consumers“ to a „market with consumers“
- \* From „asking“ to a more „Listening“ paradigm - „respondents“ as contributors

**16h45-17h00 Coffee Break**

**17h00-17h30 Social-Media Innovation – There are No Unicorns and Other Lessons Learned While Running an Innovation Team**

Moderator: Euan Semple  
Rolf Skyberg, eBay

- \* Lessons of Innovations Management of eBay's Disruptive Innovation team
- \* Influence of Social Media on product innovations management
- \* What questions to be answered when someone tells you to „go innovate“

**17h30-18h00 Marketing 2.0 with Cloud Computing**

Simone Brunozzi, Amazon

- \* How Marketing 2.0 needs computing and Cloud computing
- \* How Amazon run scalable, reliable applications that help making Marketing 2.0 happen
- \* How Technology Evangelism helps to improve mass

## Program March 31st

### 09h00-10h00 **From Marketing 2.0 to Advertising 2.0 and Microinteractions – The new value of creativity**

Moderator: Anne Valerie Hoh, CB News  
Steven Erich, Crispin, Porter & Bogusky  
David Armano, CriticalMass

- \* What is creativity in the Social Media era and beyond?
- \* How could we make advertising campaigns more successful?
- \* Burger King, Volkswagen and Microsoft as Social Media platforms
- \* Why are Micro-Interactions a necessary source of information that marketing should manage
- \* How and when do Micro-Interactions influence consumers buying behavior
- \* Where can Micro-Interactions be generated – Cases Zappos, Starbucks, Dell

### 10h00-10h45 **Media Companies and the Need for a New Thinking**

Moderator: Elsbeth Eilander, Tijdschrift voor Marketing  
Jan Borgstädt, Bertelsmann Ventures  
Stephanie Robesky, Atomico

- \* Venture Capital of German Media Companies
- \* Chances and Hurdles for Corporate Venture Capital in Media
- \* Lessons from Skype and Joost – The Changing Paradigm
- \* Venture Capital at Bertelsmann – What Traditional Media has to learn!

### 10h45-11h30 **The Future of TV – Social Media and Community as a Driver For Consumer Interactions**

Moderator: Angela Natividad, MarketingVox.com  
Nicolas Beauchesne, YouTube  
Frederic Bellier, DailyMotion

- \* How to market branded content on YouTube
- \* What are good and bad marketing activities on YouTube
- \* How could you get videos viral
- \* What you have to know about seeding branded content

### 11h30-12h15 **Integrating Live (Mobile) Video Into Your Marketing to Become Social**

Moderator: Greg Pouy, Vankson  
Michael Seibel, Justin.TV  
Jacki Danicki, Qik

- \* The Real-Time and Live Video Market – Current Status and Future Trends
- \* Inefficiencies of Online-Video and challenges for the media industry
- \* Social Brand Management in Real-Time Video setting – Real-Time Branding
- \* Why live? Why mobile? Why video? Why live mobile video?
- \* How to integrate the hottest new media into your marketing-mix
- \* How to extend the brand benefits long after the live moment has passed

**12h15-12h45 Slideshare – Spreading B2B Content Effectively – Industry Cases**

Rashmi Sinha, Slideshare

- \* Why Slideshare?
- \* How to integrate relevant B2B content into Social information
- \* How to extend the brand benefits long after releasing info
- \* Learning's for marketers and agencies

**12h45-13h30 Lunch Break**

**13h30-14h15 Mobile Social Media – The Art and Future of Mobile Social Marketing**

Moderator: Nils Andres, Brand Science Institute

Takahito Iguchi, SekaiCamera

Masayuki Akamatsu, International Academy of Media Arts

Greg Skibiski, Maonetworks

Cédric Giorgi, Goojet

- \* Branded Apps for Iphones and Android apps
- \* How to benefit from branded content on mobiles
- \* Augmented reality as the future of Location Based Services
- \* Stick virtual „post-it notes“ that anybody can see
- \* Attach „sound bites“ that anybody can hear
- \* Hang „video clips“ that anybody can watch
- \* Tracking consumers mobile real-time behavior

**14h15-14h45 (Branded) Online Communities as Engagement Tools**

Moderator: Angela Natividad, MarketingVox.com

Matt Rhodes, FreshNetworks

Jeremy DuMont, Pourquoiucours

- \* Online communities are engagement tools – they build brand engagement and loyalty. Even more important in the current economic climate.
- \* initial ROI model of this type of engagement, showing how making consumers feel part of the brand
- \* Marketing 2.0: anyone can produce the artists he likes

**14h45-15h30 Word-of-Mouth as Currency of Social Media Marketing**

Moderator: Martin Oetting, TRND

Wolfgang Lünenbürger, Edelman

Robert East, Kingston Business School

Suresh Sood, University of Technology Sydney

- \* Why is Word-of-Mouth for Brands so important?
- \* How can companies influence WOM as part of their Marketing
- \* Word-of-Mouth Metric that measures the combined impact of PWOM and NWOM.
- \* Financial performance prediction with the Net Promoter Score (NPS) or the Consumer Satisfaction Index (CSI)?
- \* NPS and CSI give modest measurement of positive word of mouth but fail to measure negative word of mouth.

**15h30-16h15 Word-of-Mouth – How to Integrate and Benefit from WOM for Your Marketing**

Moderator: Greg Pouy, Vanksen  
Willem Sodderland, Buzzer  
Emmanuel Vivier, CultureBuzz  
Sven Rusticus, Icemedial

- \* How actively and with what quality do consumers start spreading WoM
- \* Is it worthwhile to invest in creative tools to facilitate a deeper conversation and a wider spread of the ,buzz'
- \* Does creativity come into the WoM-play and what value can it add?
- \* What is the value of Word-of-Mouth Campaigns?
- \* What are the basic triggers to improve Word-of-Mouth for your brand?
- \* How can you intergrate WOM into the traditional marketing-mix?

**16h15-16h45 Blogging as a Marketing 2.0 Tool – The Brands New Media Channel**

Olivier Creiche, Sixapart

- \* How do blogs impact on brand marketing in today's media world
- \* How can blogs and social-network campaign work together
- \* What is the future of blogging in the social media craze

**16h45-17h00 Coffee Break**

**17h00-17h30 Becoming a Hot Topic via Widgets and Personalization– Building Affinity and Motivating Advocates for Relevance**

Tony Pham, Slide  
Freddy Mini, Stefan Lechere Netvibes

- \* Leveraging social media communication to create identity and presence over widgets
- \* Establishing trust through engagement (even negativity can be constructive)
- \* Recognizing and rewarding advocates with tools to keep your brand a hot topic

**17h30-18h00 Future Outlook for Marketing 2.0 – Lessons to be Learned for Startups, Marketers and Agencies**

Yann Mauchamp, Mutal Benefits / Amiando

- \* Preparing Marketing Departments for the future
- \* Lessons to be learned from marketers and their service partners
- \* What we need to know about consumer behavior in the future

## Thanks to our partners:



**ADVERBLOG**

