

Grow Your Business with Digital Workshop

Προϋποθέσεις και τρόπος συμμετοχής για τα Μέλη της ΕΔΕΕ

Το workshop θα πραγματοποιηθεί την

**Πέμπτη 18 Φεβρουαρίου 2010, Capsis Cultural Exhibition & Conference Centre,
Πάρνωνος 10, 151 25 Μαρούσι, από τις 10.00 έως τις 17.00.**

Το σεμινάριο γίνεται **δωρεάν** για τα Μέλη της ΕΔΕΕ. Η αξία του ανέρχεται σε 750 ευρώ κατ' άτομο.

Το workshop είναι με τέτοιο τρόπο σχεδιασμένο που η **μέγιστη δυνατότητα παρακολούθησης** δεν μπορεί να ξεπεράσει τα **50 άτομα**. Τη συμμετοχή σας μπορείτε να κλείσετε ως εξής:

- Κάθε εταιρία - Μέλος έχει δικαίωμα συμμετοχής για ένα άτομο, υψηλόβαθμο στέλεχος, το οποίο θα παρακολουθήσει και θα συμμετάσχει σε όλη τη διάρκεια του προγράμματος.
- Οι διαθέσιμες θέσεις θα κρατηθούν ανοιχτές μέχρι τη Δευτέρα 15 Φεβρουαρίου 2010. Στη συνέχεια, το Ινστιτούτο Επικοινωνίας μπορεί να πωλήσει τις τυχόν ανοιχτές θέσεις σε μη Μέλη ΕΔΕΕ.
- Για να εξασφαλίσετε τη θέση σας, παρακαλούμε συμπληρώστε και στείλτε τη συνημμένη φόρμα συμμετοχής.
ΠΡΟΣΟΧΗ : Προκειμένου να υπάρξει χρόνος να ενημερωθούν όλα τα Μέλη, η κράτηση θέσεων ισχύει από την Τρίτη 2 Φεβρουαρίου, ώρα 12.00 και μετά. Θα τηρηθεί απόλυτη σειρά προτεραιότητας.
- Γλώσσα: Αγγλικά

Workshop “Grow Your Business with Digital”

Πέμπτη 18.02.2010, 10.00 π.μ. – 16.00,
Capsis Cultural Exhibition & Conference Centre

ΑΠΟ:
(εταιρία)

ΠΡΟΣ: ΕΔΕΕ (edee@edee.gr, fax: 210-3246.880)

ΗΜΕΡ.:

A/A	ΟΝΟΜΑΤΕΠΩΝΥΜΟ	ΤΙΤΛΟΣ ΣΤΗΝ ΕΤΑΙΡΙΑ	E-mail
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ΠΡΟΣΟΧΗ: Η παραλαβή της συμμετοχής σας ισχύει από την Τρίτη 2 Φεβρουαρίου, ώρα 12.00 και μετά. Θα τηρηθεί απόλυτη σειρά προτεραιότητας.

Grow Your Business with Digital

The workshop is designed for advertising agency CEOs, Finance Directors, Senior Planners, Creative Directors and Media Directors.

Its purpose is to explore and debate the integration of digital marketing with above the line advertising. Attendees will gain a clear understanding of the global scale and velocity of the digital marketing revolution, and will hear client attitudes, which illustrate the need for agencies to embrace swiftly digital marketing as part of their service to their clients.

The key elements of the workshop are to:

- Explore the scope of the digital opportunity
- Learn from recent international digital marketing campaigns
- Practice with a live Client brief
- Write a new business pitch for a non-traditional marketing brief
- Agree learning and action

The course will look at strategies to integrate digital marketing within your own organisation, and will see video interviews with industry peers on the subject.

Attendees will leave the course having debated the issues, seen relevant case histories, practiced with a live Client digital brief, and pitched in syndicates for a civil protest movement in the UK. They will return to their agencies with an optimistic spring in their step and a determination to integrate digital marketing in their proposals to clients.



Workshop Director: Stephen Greensted

Stephen worked for twenty-nine years in advertising. His experience included working for Ted Bates, Y&R and Leo Burnett, and more recently as a board account director at Lowes and Euro RSCG where he specialised in running major accounts for multinational clients. These included General Motors, Reckitt Benckiser, Cadbury, Smirnoff, Citroën, Intel, Texas Instruments, P&G and Reebok.

In 1987, he ran the UK's first digital TV commercial, which was, appropriately, for Honeywell Computers. Stephen now runs his own consultancy to teach the principles of digital marketing, principally to clients. He is delighted that agency executives want to understand the fundamentals of digital communications too and thereby help to increase their value to their own clients. And, he says, "It's a lot easier than you think".

Grow Your Business with Digital

Objectives and course structure for HACA Digital Seminar,
18 February 2010

Objectives

1. Explore the scope of the digital opportunity for advertising agencies
2. Learn from recent international digital marketing campaigns
3. Practice with a live Client brief
4. Write a new business pitch for a non-traditional marketing brief
5. Agree key learning and action

Course Structure

1. Introduction

20 mins

- Purpose and structure of the course
- Attendees' introductions
- Course leader's credentials
 - Reebok Ryan Giggs TVC

2. Short overview of digital marketing

60 mins

- The market
- Traditional advertising versus digital advertising
 - Barack Obama (Two videos)
 - Burger King Whopper (Video)
 - The Best Job in The World (Video)
 - Philips Carousel (Video)
 - Dove (Video interview with Daryl Fielding)
- Video comment on digital marketing, David Payne, Direct Marketing and Digital Consultant to the UK's IPA (Institute of Practitioners in Advertising)

3. Incisive Media

15 mins

- Client brief (Two videos of Louise White, Group Marketing Director of Incisive Media)

4. Coffee **20 mins**

5. Breakout **55 mins**

- Five syndicates to consider:
 1. How to answer Incisive Media's brief
 2. Define what new resources and reorganisation their agencies would need to be qualified to pitch for the business

All five syndicates to report back. Five minutes each.

6. Lunch **30 mins**

5. Competitive Pitch **130 mins**

This pitch is based upon a civil protest in London in January 2009. The protest was successful, so the five competing syndicates can measure their ideas against the effectiveness of the real campaign.

The project includes interviews with Jonathan Futrell, a freelance journalist working mainly for The Times and The Financial Times, and Anna Greensted, social media specialist.

The two hours split as follows:

60 minutes to write pitch

50 minutes for the five syndicates to pitch

20 minutes to show what actually happened in Jan 2009 in London

6. Action **60 mins**

All: key lessons and options for integrating digital marketing in Greece with a traditional advertising agency

Final video words:

- Chris Pinnington, CEO Euro RSCG Worldwide
- Wendy Proctor, Director of Client Account Team, Central Office of Information
- Vivian Bailey, Owner and CEO, Vital Marketing