

Social Media And User Generated Content

Developing Winning Strategies in Engaging with Your Consumers in the World of Social Media and User Generated Content

Stockholm, Sweden

18th & 19th October 2007

Attending this premier **marcus evans** conference will enable you to:

- **Gain** a clear understanding on the difference between real changes in consumer behavior and simple passing trends
- **Discover** how your organisation can truly engage consumers in the digital world and allow them to experience your brand in innovative ways
- **Develop** innovative initiatives to generate a higher response rate to your marketing campaign to run over the social networking communities
- **Engage** your target audience in the conversation
- **Deal** with the 'dark side' of social media and successfully turn it into an opportunity

Benefit from Case Study Presentations by:

- **Coca Cola** harnessing the power of the consumers to be the brand stewards of the future
- **CNN** presenting the value of incorporating user-generated content and social media into a mainstream media brand
- **3 Scandinavia** exploring the future of online advertising
- **Honda** sharing the key success factors of a well built marketing campaign
- **Sulake Corporation Oy** (the provider of Habbo Hotel virtual community) engaging consumers in a more creative way
- **Dow Jones** looking into the future of online PR and reputation management
- **LEGO** integrating consumer driven innovation in the business practice

Early Bird Special Offer:

Book by 18/08/2007 and Save 10 %

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Engage Yourself in the Conversation with the Consumers in a Genuine and a "Real Time" Manner

Discover untapped opportunities by wisely embracing this emerging marketing communication channel. Create meaningful experiences that enable your consumers to pull your brand into their new world and become your brand stewards.



Your Expert Speaker Panel:

Susan Grant

Executive Vice President, CNN News Services
CNN Worldwide

Stafford Green

European Group Director, Digital and Interactive Marketing
The Coca-Cola Company

Ian Armstrong

Manager, Customer Communications
Honda

Drew Graham

Member of the Board
**Chief Marketing Officers
European Council**

Phil Erwood

Vice President, Video and Social Media Projects
Deutsche Bank

Chris Shaw

Global Practice Director, Factiva Insight
Dow Jones

Harry Speller

Customer Experience Manager
VisitBritain

Eirik Solheim

Project Manager, Social Media
**Norwegian Broadcasting
Corporation**

Jeff Revoy

Vice President of Search and Social Search
Yahoo

Claudia Struzzo

Deputy Marketing Director
IKEA

Marc Charron

Managing Director Europe
TripAdvisor

Christian Batist

Senior Vice President of Marketing
Sulake Corporation Oy

Cecilia Weckstrom

Experience and Innovation Director
LEGO

Paul Squires

New Media Manager
E.ON

Malin Forsgren

Nordic Products and Services Director
3 Scandinavia

Antony Mayfield

Head of Content and Media
Spannerworks

Day 1

18th October 2007

Booking Line

Tel: +44 (0) 20 3002 3276

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www.marcusevans.com

08:30 Registration and Morning Coffee

09:00 Chairman's Opening Address

MARKETERS' MENTALITY SHIFT – THE ESSENTIAL FACTOR OF SUCCESS

09:05 Opening Keynote Address

Predicting the Future of Online Marketing

- What lies beyond the hype of user generated content?
- What does user generated content really mean to a 3G operator?
- The success case of revenue share models with users in other 3 markets

Malin Forsgren

Nordic Products and Services Director

3 Scandinavia

09:50 Keynote Address

Social Search

- Why bring a social element to search?
- The importance of human knowledge
- The social search revolution
- Developments from Yahoo! and what the future will bring

Jeff Revoy

Vice President of Search and Social Search

Yahoo

10:35 Morning Coffee And Networking Break

11:00 Exploiting Key Success Factors of a Well Built Marketing Campaign

- How important is UGC within an overall brand communications strategy?
- What principles does Honda adopt in creating a framework?
- How do you engage the consumer of the future?
- What role does UGC content in Honda's plans going forward?

Ian Armstrong

Manager, Customer Communications

Honda

DEVELOPING CUSTOMER ENGAGEMENT AND LOYALTY

11:45 The Value of Incorporating User-Generated Content and Social Media into a Mainstream Media Brand

- What are the defining moments for user-generated content in the mainstream media? How do you know when it's worth the risk?
- What is the impact of blogging, user-generated content and user participation on the CNN brand?
- How does CNN keep pace with the wide-spread growth of social media and user-generated content while maintaining a leadership position in newsgathering and reporting?
- What are the business benefits of embracing user-generated content and social media?

Susan Grant

Executive Vice President, CNN News Services

CNN Worldwide

12:30 Networking Luncheon

13:30 **LEGO – From User Creation, through User Co-creation to User Co-evolution**

- Presenting the evolution of user involvement within the LEGO business
- Developing viable consumer involvement strategy and linking it to the company's business goals
- Introducing the LEGO innovation model and the business evolution map
- Sharing four successful case studies:
 - LEGO Mindstorms enterprise platform for community: User enterprise – LEGO Supported
 - LEGO Factory: User developed – user published
 - LEGO Hobby Train, user developed – LEGO published
 - LEGO Mindstorms NXT – user co-developed – LEGO published

Cecilia Weckstrom

Experience and Innovation Director

LEGO

INTEGRATING USER GENERATED CONTENT IN YOUR BUSINESS PRACTICE

14:15 **User Generated Content – Taking the Risk or Exploring a Booming Opportunity?**

- Incorporating user generated content within your marketing campaign
- How can you harness the power of the consumers to be the brand stewards of the future?
- Monetising models regarding user generate content and social media

Stafford Green

European Group Director, Digital and Interactive Marketing

The Coca-Cola Company

15:00 Afternoon Refreshments

THE IMPACT OF SOCIAL MEDIA AND USER GENERATED CONTENT ON THE E-COMMERCE BUSINESS

15:30 Panel Discussion

How will User Generated Content Determine the Success E-Commerce Sites

- Sharing the strategies of established merchants and small merchants
- Shopping engines / classifieds/P2P platforms
- Commercial considerations: How do the merchants and publishers arbitrate about how to edit UGC?
- Search engine marketing: How will UGC be referenced in the search engines? Where will people look for UGC? On the search engines, new platforms, new applications, new sites?
- Consumer influence: At what stage of the buying process does UGC start to matter? How do customers use UGC at different stages of the buying process?
- Measures: How can any UGC be measured? Can leads really be tracked to UGC? What are the challenges associated with the metrics of UGC marketing efforts?

Panel Discussion Facilitator:

Drew Graham

Member of the Board

Chief Marketing Officers European Council

16:30 **Co-workers Motivation and Brand Advocacy**

- How can interactive media stimulate brand advocacy amongst your co-workers?
- Can digital media support engagement and loyalty?
- Turning employees into brand ambassadors as a long term commitment

Claudia Struzzo

Deputy Marketing Director

IKEA

17:15 Closing Remarks of the Chair

17:30 End of Day 1

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08:30 Registration and Morning Coffee

09:00 Chairman's Opening Address

THE FUTURE OF ONLINE PR AND REPUTATION MANAGEMENT09:05 **Managing Reputation Online**

- Taking the pulse of your brand or company reputation
- Monitoring your reputation – key process steps; challenges
- What do your stakeholders speak online?
- Lessons learned – assessing blogs' content and responding in a suitable manner
- Progressing open-conversation feedback schemes

Chris Shaw

Global Practice Director, Factiva Insight

[Dow Jones](#)09:50 **Corporate Blogging – Key Steps and Success Factors**

- Introducing the broad array of benefits of corporate blogging and exploring the potential risks and challenges
- Raising the visibility and building credibility of your organisation
- Blogging as a form of participation and traffic generation to a brand's website
- Securing the involvement of committed and skilled employees that would bring value to the blogging community

Harry Speller

Customer Experience Manager

[VisitBritain](#)

10:35 Morning Coffee And Networking Break

MARKETING IN THE CONTEXT OF SOCIAL NETWORKS11:00 **Re-designing Marketing for the Web**

- How is the web changing the way that media and marketing works?
- Understanding brands' roles in online networks
- Learning from the success of social media formats
- Developing new thinking and models

Antony Mayfield

Head of Content and Media

[Spannerworks](#)11:45 **Do-It-Yourself Advertising**

- Exciting consumers to get engaged in creating innovative advertising campaigns
- Creating the framework for your users to develop content for each other

Christian Batist

Senior Vice President of Marketing

[Sulake Corporation Oy](#)

12:30 Networking Luncheon

I would like to thank everyone who has assisted with the research and organisation of the event, particularly the speakers for their support and commitment.

Mrs. Gina Dragulin, Conference Producer,
marcus evans Prague, Tel: +420 255 707 251
 E-mail: GinaD@marcusevanscz.com

13:30 **Social Media, Internal Engagement and Employee Advocacy**

- Giving an insight into the E.ON experience in relation to social media platforms and the in-house capabilities developed to address this trend
- Sharing lessons learned along the journey
- Monitoring external references to brands, products, and services
- Enabling employee advocacy and a sound cross-functional collaboration; how employees contextualise their work online
- Contributing to employee engagement through active internal blogging

Paul Squires

New Media Manager

[E.ON](#)**THE RETURN ON INVESTMENT OR RETURN ON INFLUENCE**14:15 **Monetising User Generated Content**

- Moving away from the more traditional method of measuring ROI and more about how to get potential customers engaged
- Targeting the right market segment with the right information in the right channel at the right time
- Identifying the proper metrics to evaluate the return on investment
- Justifying how blogs can effectively support your business goals
- Tracking and measuring the benefits of external blogs

Phil Erwood

Vice President, Video and Social Media Projects

[Deutsche Bank](#)

15:00 Afternoon Refreshments

THE SOCIAL MEDIA MEETING TRADITIONAL BROADCASTING15:30 **How to Combine Social Media and Traditional Broadcasting**

- Giving an overview of how social media is influencing professional publishers
- Utilising social web sites like YouTube and Facebook in addition to blogs when marketing more traditional content
- Presenting several case studies from the Norwegian Broadcasting Corporation

Eirik Solheim

Project Manager, Social Media

[Norwegian Broadcasting Corporation](#)

16:00 Closing Remarks of the Chair

16:15 Close of the Conference

Business Development Opportunities

Does your company have solutions or technologies that the conference delegates would benefit from knowing? If so, you can find out more about the exhibiting, networking and branding opportunities available by contacting:

Britt-Marie Hansson, EMEA Sponsorship Manager

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E-mail: BrittH@marcusevanse.com

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The exponential growth of user-generated content and social media is reshaping the media landscape, challenging the status quo and creating new opportunities for marketers. To succeed, companies must adopt a slightly different approach that requires giving up control over the message. The strategy and tactics will have to change to gain long-term and multi benefits. Are the marketers ready to take the risk?

A few forward-thinking brands have been tapping into this emerging trend, transforming the risk into an amazing opportunity to drive trust and enable customer loyalty. By engaging wisely in the conversation with the customers, the brand owners ultimately contributed to the success of their brands.

This programme is designed to help the brand owners adopt a balanced and practical approach when taking an active role in the social media landscape in order to gain best possible outcomes.

marcus evans provides the executive platform for marketing and branding professionals from across Europe, to discover winning strategies, network and share best practices with other professionals who share the same issues and concerns in their daily business.

Who should attend?

Directors, Vice Presidents, Heads and Managers of:

- Community Managers
- Marketing
- Digital Marketing
- Interactive Marketing
- Digital Strategy
- Digital Media
- Marketing Communication
- Brand Management
- Social Media Strategy
- Media Planning
- Advertising
- Product Management
- Business Development
- eBusiness

If you would like further information about the event or information about how to book, please contact:

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E-mail: OlaS@marcusevansuk.com

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