

MARKETING 2.0 CONFERENCE

Conference Program

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Program March 30th

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

08h45-09h00 **Opening Remarks**

Nils Andres, Brand Science Institute
Elisabeth Tissier-Desbordes, ESCP-EAP University

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

Nils Andres, Brand Science Institute
Emmanuel Vivier, Vanksen

- * 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)

10h30-10h40 **Break**

10h40-12h00 **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, Crmmetrix
 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 and Start Facebook Developer Garage Paris

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

18h00- ... Facebook Developer Garage Paris

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

10h00-10h30 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!

10h30-10h50 Failure is the stepping stone to success: Insights into virtual worlds

M.Kaplan, Professor ESCP-EAP University

10h50-11h30 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 Video Platforms
- * What are good and bad marketing activities on Video Platforms
- * 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, Vanksen
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, Pourquoitucours

- * 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

Sahana Sen, Fairleigh University

- * 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
Alex Giordano, Mirko Pallera, Ninja Marketing

- * 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 **Bloggng 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



ZONE

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