

Two-Day Summit, 2nd & 3rd October 2006, The Selfridge, London W1H 6JS

The event that will leave **YOUR** brand on the tips of people's tongues!

WORD OF MOUTH MARKETING

"Making People Talk"

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Word of Mouth marketing is the way forward to getting in and amongst consumers. Positive WoM separates the mediocre from the superior, so who's talking about YOU?

- Discover what's happening with WoM marketing and what it means to your business
- Learn how to effectively enter consumer conversations and even become the conversation
- Get the best from your budget and understand exactly how you can utilise WoM
- Bring results to the board with measured success and increased profits!

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"Whilst you think about it, competitors are doing it... and consumers are talking about it!"

"Word of Mouth marketing is the untapped reservoir of brand advocacy that you NEED to access!"

With declining advertising effectiveness from traditional media, this is one event that is a must if you're not already involved!

No WoM expert in-house?

This is your chance to become that expert! We will deliver all of the need-to-know information about viral, buzz and experiential marketing as well as measurement of these campaigns.

Why WoM marketing needs to be part of your marketing mix...

- An average of only 14% of traditional media advertising shows a positive ROI
- Consumers motivated by WoM spend on average 9% more online than other consumers
- Positive WoM goes out to 5 people, negative WoM goes out to 10 people... and with more passion
- Products need consumers and brands need advocates – find out how to create advocates
- Distill your efforts by finding the key influencers who reach out to more people and who matter to more people



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Why does your company need you to attend?

- Highlighted case studies from big name companies already utilising the power of WoM marketing – including **Volvo, Ann Summers, Yahoo!, ITV** and **Innocent**
- A panel discussion discovers what the industry considers to be ethical within this wide playing field
- Experienced insight on how to engage consumers across different industries
- Discover how to measure WoM campaigns and maximise your ROI
- The chance to network with high level individuals to share knowledge and ideas

Who needs to attend?

Heads, Consultants, Directors, Senior Managers and Executives of:

- Marketing
- Experiential Marketing
- Viral/Buzz Marketing
- Brand Management
- Customer Retention
- Business Development
- Consumer Insight
- Consumer Research
- Online Marketing
- Media Planning

SPONSORSHIP OPPORTUNITY

Sponsoring and Exhibiting at our conferences provides a fast track to:

- Building a quality customer base
- Launching new products and services
- Gaining competitive advantage
- Increasing market share
- Generating sales

We will create a solution that ensures your company's brand engages the right people at the right time, helping you meet and influence the people who are going to ensure the growth of your business now and in the future.

To find out more, call Sherrie Brar on +44 (0) 20 7970 4415 or email sherrie.brar@centaur.co.uk

Optimise your marketing strategy with campaigns that count

Day One, Monday 2nd October 2006

08.30 Registration and coffee

09:00 Chairperson's opening remarks
Andy Sernovitz
 CEO
WOMMA
 (Word of Mouth Marketing Association)



The current stage of Word of Mouth marketing –
 Market and regional overviews

09.50 The next big thing...NOW!

KEYNOTE PRESENTATION

- Discover the change in the fundamental balance between consumers and marketers
- Learn the 5 steps to starting an impactful and effective sales driving WoM campaign
- Who to hire, where to start and how to make your campaign a success
- How to find the right people to talk about you and giving them something to talk about
- Successful participation in the conversations and measuring the results

Andy Sernovitz
 CEO
WOMMA



09.10 Maximising WoM marketing across different industries and regions

- Drawing out which techniques are most relevant to individual markets
- Is WoM marketing appropriate in every industry?
- What does viral, buzz and experiential marketing mean and do straight definitions truly exist?
- Examining the research data showing how much WoM influences buying in different product types
- Defining the clear value of WoM to the board and keeping control of the projects

Nils Andres
 Executive Director & Founder
Brand Science Institute GmbH BRAND SCIENCE INSTITUTE

10.30 Morning coffee

Examining the ROI of WoM campaigns and customer advocacy

10.50 Making the business case for 'buzz'

- What are the key ingredients to powerful and successful WoM campaigns?
- Examining the ROI of WoM and how this impacts on the business as well as the brand
- Is WoM simply about having a great product and great service?
- Detailing proven trials that directly correlates positive WoM to increased sales

Dr Paul Marsden
 Social Psychologist
 and Consultant
Enterprise LSE
London School of Economics



11.30 Eurostar's 'Best Kept Secret' campaign

CASE STUDY

- Innovative WoM generation through the tapping of natural curiosity
- Explaining the thinking behind the use of WoM marketing and how it ties into overall marketing objectives
- Details of campaign results and justifying the cost per contact through elevated ROI
- Open vs stealth campaigns – Presenting a comparison with the completely transparent Nivea Sunkissed project

Guy Hepplewhite
 Founding Partner
Space



Vicky Anstey
 Advertising
 and Campaign Manager
Eurostar



12.10 Luncheon

13.10 Coffee and networking time

Brand capability – Getting ready for WoM marketing and putting the elements in place

13.30 Communicating with the cynical consumer

- Figuring out the anticipated lifetime for WoM marketing
- Will cynics trust anyone anymore?
- Are we at risk of creating more cynical consumers?
- The importance of honest and open WoM activities

Senior Representative
Yahoo! Europe



14.10 Examining brand suitability for the non-traditional arena

- How strong does a brand need to be to fully explore the potential of WoM marketing?
- The internal building blocks needed to ensure brand messages can be communicated below the line
- The success and future success of non-traditional methods in the automotive industry
- How WoM is being utilised to drive Volvo's new model sales

Tim Ellis
 Global Director
 of Advertising & Media
Volvo



14.50 Afternoon tea

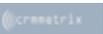
Feeling the buzz – Measuring WoM and delivering proven results

15.10 Where and how can WoM be realistically measured - A practical road map

- Measure WoM to manage it - The importance of measurement for true management
- Discover how to value as well as quantify your WoM campaigns impact
- Find out where you can and can't go for full understanding before planning

- Track how far you are actually reaching
- Effectively utilising campaign data to further enhance brand communication

Laurent Flores
 CEO
crmmatrix



15.50 The Wildfire Index – Breakthrough applications and solutions from the South African market

- Discover how to accurately identify individuals who have the potential to be 'brand igniter's'
- Assess the 'Wildfire' performance of mass media
- Ascertain which tone of voice you should use to attract the attention of your customers

Professor John Simpson
 Director
UCT Unilever Institute



Drawing the Line – Where are the boundaries for WoM marketing?

16.30 The ethics of WoM marketing

- Does stealth marketing have a role in today's markets?
- Can effective WoM campaigns be created as completely open and transparent marketing?
- What can be done to regulate activities in this area to protect the industry?

Panel to be chaired by **Andy Sernovitz** and joined by:

James Scroggs
 Vice President Marketing
MTV Networks UK & Ireland



Justin Foxton
 CEO
Comment UK



Andrew Brown
 Director-General
Advertising Association



17.10 Chairperson's closing remarks and end of day one

Measure the success and obtain an annual WoM budget from the board

Day Two, Tuesday 3rd October 2006

08.30 Registration and coffee

09:00 Chairperson's opening remarks
Nils Andres
Executive Director & Founder
Brand Science Institute GmbH 

Experiential marketing - Cultivating product interest and brand loyalty

09.10 Expanding brand presence through product experiences

- Creating the conversation – The importance of driving the appropriate experience for a discerning audience
- Optimising the brand experience and leaving a lasting impression
- Driving the experience within the correct long term ROI perspective
- HP strategies to become integral to an event whilst still drawing the attention of the 'clued-up' consumer

Emmanuel Klotz
Worldwide Advertising Director
Hewlett Packard



Benefiting the brand - Developing WoM to be central in your thinking

09.50 Innocent's Word of Mouth - How talking with consumers drives loyalty and advocacy

- Why Innocent talks 'with' not 'to' consumers
- An Innocent history - Advocacy as the cheapest media channel
- Integrating below-the-line strategies as part of an extensive marketing mix

Jamie Mitchell
Marketing Director
Innocent



10.30 Morning coffee

10.50 Embedding WoM strategies into the overall marketing plan



- Creating a definitive brand buzz
- Why WoM marketing is a continuous and integral part of ITV
- Carefully defining and targeting your strongest influencers to spread the word
- Optimising online and offline strategies
- Examining the pitfalls of WoM and the long term damage of poor campaigns

Clare Salmon
Marketing Director
ITV



11.30 B2B brand advocacy – Leveraging a great service by utilising your own staff and intermediaries



- Examining the undeniable impact of negative WoM from your own staff
- Encouraging staff to take on board the values and selling points of the company
- Creating brand champions to allow for stronger brand communication
- Courting intermediaries for a sustained level of professional advocacy

Gillian Khan
Marketing Director
Berwin Leighton Paisner



12.10 Luncheon

13.10 Coffee and networking time

The internet effect – Viral and blogging successes

13.30 Exploring the real impact of WoM on the business

- Discover how blogs and social software are impacting the WoM universe
- Case studies including a Savile Row tailor and a South African vineyard
- Quality over quantity – it's not how many consumers you know, but how well you know them

- Learn why a happy customer does not in itself generate positive WoM

- Discover how WoM's real power comes not from turning customers into shills, but from disrupting markets

Hugh Macleod
Marketing Consultant
Gapingvoid



14.10 Keeping women rabbiting on with Ann Summers



- Details of the latest viral and PR marketing campaigns
- The key advantages to direct selling on customer loyalty
- Looking into the impact of internal advocacy to the entire brand
- Where WoM fits in the overall marketing plan

Gordon Lee
Head of Marketing
Ann Summers



14.50 How Scottish SPCA used viral WoM to maximise engagement on low budgets



- Creating contagious 'buzz' amongst animal lovers in Scotland with a seasonal campaign
- Achieving the objectives to keep calls flowing and driving traffic to the website and to generate additional donations
- Targeting the influencers within the current base of donors and creating interest with groups of animal lovers with no previous relationship with the SSPCA

- Detailing the startling results – doubling the hits to the website and accessing new potential donor homes through generated conversations

Mandi Taylor
Client Services Director
WWAV Rapp Collins



Michelle Feenie
Marketing Manager
Scottish SPCA



15.30 Afternoon tea

Leading edge ideas – Becoming truly creative to engage the consumer

15.50 Live communications – Mobilising your customer through emotional engagement



- Understand the importance of integrating communication and entertainment
- Discover how to change behaviour by tapping into your customer's passion points
- Achieve WoM by creating a unique experience for your customer
- Learn how live communication programmes have achieved results in B2C, B2B and internal environments

Justin Foxton
CEO
Comment UK



David Shapland
Senior Marketing Manager
BT Openzone



16.30 Building the Skype brand through WoM



- What have been the drivers for Skype and has anything changed?
- What we do today to keep people talking and keep people excited!
- The launch of Skypecasts – The ultimate WoM community tool

Jason Goodman
Managing Director
Albion London (on behalf of Skype)



17.10 Chairperson's closing remarks and end of conference

WORD OF MOUTH MARKETING

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DATE: Monday 2nd & Tuesday 3rd October 2006

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